MIDWINTER NUMBER

In Eight Parts—272 Pages

PART I—TELEGRAPH SHEET—16 PAGES

The Los Angeles Times

GREATER SOUTHERN CALIFORNIA

MONDAY MORNING. VOL. XLII. JANUARY 1, 1923.

Liberty Under Law—Equal Rights—True Industrial Freedom

BANK HEADS ARRESTED

Deposits Vanish in Crash

Four Indicted on Charges of Receiving Money After Insolvency

One Accused Former State Supreme Justice; All Deny Any Guilt

[EXCLUSIVE DISPATCH.]

PORTLAND, Dec. 31.—Conrad P. Olson, former justice of the Supreme Court of Oregon, Leroy D. Walker and Anthon Eckhorn, all prominent in the business life of Portland, were arrested today charged with having wrecked the State Bank of Portland, which closed its doors Feb. 15, 1922. Walker was president of the bank. Olson and Eckhorn were vice-presidents. Olson also served a brief term as president. A warrant also was issued for E. T. Growell, an official of the bank, now somewhere in California. The warrants wer based on secret indictments returned yesterday by the grand jury following an investigation of the bank's failure extending over three months.

DEPOSITORS LOSE

Hundreds of small depositors lost their savings in the failure. The four men are charged jointly with having received deposits when they knew the bank to be insolvent. An additional charge was filed against Walker and Eckhorn of misapplication of the bank's funds.

Walker branded the charge as false and said that he welcomed an opportunity to disprove them. Eckhorn denied criminal responsibility, saying that he knew little of the management of the bank. Olson said he had lost the savings of a lifetime and his home and that he expected complete vindication of any wrongdoing.

"When the cases go to trial," said Stanley Myers, District Attorney, "especially those cases of misapplication of funds against Walker and Eckhorn, the public of Portland will know why the bank failed, regardless of the outcome."

The State prosecutor refused to review or outline the evidence as against the four bankers, beyond stating that the State is ready to prove the charges it has made.

CHARGES DETAILED

The three joint indictments cover the actions of the four men on the heads of the bank on three separate days. They are charged with receiving deposits, "knowing the bank to be insolvent." On these specific days. One indictment charges the receipt of a $1,488.49 deposit from John Almster on February 7, the second charges the receipt of a $928.90 deposit from Charlotte M. Cowing on February 8 and the last charges the receipt of a $892.21 deposit from F. C. Haworth on Feb. 9, 1922.

The misapplication of funds charge pertains only to Walker and Eckhorn, who, Myers says, operated the bond and security company as a side line to their banking business. Through this firm they made a loan of $12,000 on live stock, to Chester G. Evans, later the hypothecated Evans's note to the Bankers Discount Company and personally guaranteed its payment. The Bankers Discount Company investigated, found the security poor and demanded that Walker and Echorn take the paper off their hands. Then, according to the prosecuter, the two men allowed the note to be saddled onto the State Bank and in this way relieved themselves of personal responsibility for it.

Charges and counter-charges have been made by bank officers

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Let's Turn Over a New Leaf



"DRY" LAW IMPOSSIBLE IN BRITAIN

English Criminologist Says Legislators Avoid Passing Unenforceable Laws

[EXCLUSIVE DISPATCH.]

WASHINGTON, Dec. 31.—If gun toting were punished in this country as severely as in England there would be far less crime, according to Sir Basil Thomson, former director of criminal investigation at Scotland Yard, London.

In the course of an interview comparing the American and British conception of law-making Sir Basil remarked that prohibition never could be enforced in England and hence no prohibition law would be enacted.

"In England we don't pass laws that cannot be enforced," he said.

Fully 90 per cent of American crime is due to gun toting, the criminologist said he had been informed, and statistics show that there is one murder in America to every 12,000 of the population compared with one murder in Great Britain to every 833,000 persons. He thought smaller British murder ratio was accounted for largely by more severe gun-carrying penalties and speedier administration of justice.

A criminal in America, Sir Basil said, had "a better run for his money" than in Great Britain. The jury system here, the eminent criminologist said, lent itself to delays in the expedition of justice, through difficulties in impaneling a jury, and the possibilities of delaying motions offered on the part of the defense.

MURDER MOB SACRIFICED ALL ON KU KLUX ALTAR

Morehouse Parish Klansmen Gave Up Life Friendship at Behest of Silly Ritual

BY ROBERT LEE
[EXCLUSIVE DISPATCH]
[Copyright, 1923, Chicago Tribune]

MER ROUGE (La.) Dec. 31.—While soldiers and civilians are darting hither and thither among the bayous, the moss-clad forests and the cotton plantations of this ancient Louisiana community seizing this and that man for complicity in the hooded atrocities of August 24 last, there is a group of pleasant determined government men weaving a net in Mer Rouge with meshes small enough to entrap even such an impalpable thing as hypocrisy.

"It's the rank hypocrisy of the Klan," one of these Federal agents will say, "that glossed over such minor things as broken friendships, and added a glamour even to murder. Men who had been comrades from the cradle were rent apart when one joined the Klan; for his membership in the Klan was his sufficient warrant to commit outrage even upon his old friend."

Arrests are being made and evidence still being gathered for the opening hearing on Friday, and for the indictments and trials which are to follow in March and April. Chief of this evidence will be the array of facts which establishes the inescapable determination of the Klan to possess even the thoughts, to say nothing of the lifelong allegiance of the subject member.

McKOIN AN EXAMPLE

Dr. B. M. McKoin, once beloved of every inhabitant of Mer Rouge, has been alienated absolutely from the people who found him a charming companion, a steadfast friend and a devoted citizen. He had clinked glasses many a time with Watt Daniels, the butchered victim of the Klan mob. Daniels was a graduate of the University of Louisiana, an intelligent, progressive planter, the son of an old American family, the bearer of fine traditions, a soldier of distinction in France, a young man of resource and parish-wide acquaintance.

Dr. McKoin is called an educated man, possessed of initiative and ambition, and yet McKoin fell under the spell of Capt. J. K. Skipworth, an old river character, a hard-cursing, steel-gray personality of the intolerant patriarchial type and within a few short weeks had destroyed completely the bonds that held him to his oldest friends.

In the Koran, which is the sacred book of the Invisible Empire of the Ku Klux Klan, it is written that the four-fold duty of

(Continued on Second Page)

SHERIFF'S FRIENDS RALLY

Politicians of Both Parties Furnish Bonds For Accused Des Moines Preacher-Officer

[BY A. P. NIGHT WIRE]

DES MOINES, Dec. 31.—Four prominent Des Moines men, including E. T. Meredith, Secretary of Agriculture under President Wilson; Clyde L. Herring, Democratic candidate for United States Senator at the November election; Addison Parker and J. B. Weaver, both former State Senators, appeared before a municipal clerk today and insisted on having their names signed as guarantors of Sheriff Winifred B. Robb's bonds, pending hearing of the charges brought against him by his jailer, William McMurray, under which the Sheriff was subjected to arrest yesterday.

The names of these four men were written on the bonds in the place of the name of a local bondsman secured yesterday for the sake of expediency. Meredith and Herring are Democrats. Parker and Weaver are Republicans. Robb is a Democrat.

ACCUSED SMILES

Polk county's preacher-sheriff still was smiling today over his arrest but tired lines showed on his face, indicating the strain he has undergone during the last few days, the most troubled of his entire tumultuous career as sheriff.

Robb today declared that he had a complete case against Clyde and Everett McMurray, sons of Jailer McMurray, in connection with the theft of $24,000 worth of banded

THE DAY'S NEWS SUMMED UP

THE SKY: Part Cloudy. Wind at 8 p. m., west; velocity, 6 miles. Thermometer, highest, 59 deg.; lowest, 49 deg. Forecast: For Los Angeles and vicinity: Monday generally cloudy. For complete weather data, see last page of this section.

CITY. Week-end traffic claimed four lives in Los Angeles. Several others were reported injured.

National Commander Owsley of the American Legion warned Hollywood audience of Red influence and propaganda.

Bruce McCaskill of Hollywood arrested on charge of wife-beating.

Long Beach has sworn in six-teen new policemen.

PACIFIC SLOPE. Leader of Japanese colony at Santa Barbara said Nipponese farmers would not leave their farms there and go to Mexico.

San Diego's building permits show more than $10,000,000 for 1922, the all records for city.

GENERAL EASTERN. Murder trial of Morehouse Parish, La., was known to have sacrificed everything on altar of Ku Klux Klan.

Business men of country expressed optimism over outlook for 1923.

Financial forecasts were unanimously favorable for new year.

Cortland Van Camp III, son of canned goods magnate, was killed when his auto skidded into a creek, pinning him beneath it.

WASHINGTON. A ship report issued showed that private owners of vessels reaped a heavy profit as a result of the opening of the Panama Canal.

Herbert Hoover, in review of world economic situation, saw much hope for 1923.

American Red Cross investigating committee in Near East submitted report describing atrocities of retreating Greek army.

FOREIGN. Assyrio-Chaldean nation, owner of Mosul oil region, declared its independence.

Greeks and Turks were shown to be disgusted with Allied meddling at Lausanne.

Prince Andrew, banished from Greece, in leaving London for a tour of the United States, said he held no hard feelings toward any person in the country from which he was banished.

Premier Poincare rejected Franco-German nonwar pact proposed by Germany.

REMEMBER THIS
BY H.M.STANSIFER.

You have only one life to live. Why not live it in the most pleasant surroundings possible?

TELL GREEK ATROCITIES

Red Cross Men Give Report

Hellenes in Retreat More Devastating Than Was Vesuvius

Turkish Officials Are Praised by Commission for Relief Work

BY ARTHUR SEARS HENNING
[EXCLUSIVE DISPATCH.]

WASHINGTON, Dec. 31.—That the retreating Greek armies destroyed scores of cities and villages in Anatolia, reducing a population of 180,000, largely Musulmans, to homelessness and starvation and committed other outrages are charges contained in a report of a joint investigating commission of the International Red Cross and the International Union for Children's Relief made public here today.

"We never have been connected with a more painful mission than this pilgrimage across these ruins nor a sadder aspect than that of the inhabitants of this country," said the members of the commission in signing the report.

LIKENED TO POMPEII

"Involuntarily our thoughts were taken back to Pompeii and Messina; but while the annihilation of these cities was due to natural causes, the destruction of the villages of Anatolia, situated at a considerable distance from the front, has been perpetrated by Christians,' in the heart of the twentieth century. Military necessity, they may say in Europe! But for our part we would not know how to admit such an explanation."

The sensational disclosures are expected to come in for consideration by the immigration committees of Congress in connection with pending bills to lift the immigration restriction bars so as to admit thousands of Greek and Armenian refugees from the Near East theater of war. The proposed legislation is being urged strongly by American churches and other welfare organizations. Nearly 200 such refugees are now at Ellis Island, being held under suspended deportation orders, and more are reported coming.

The commission's report pays a high tribute to the work of the Turkish Red Cross, and speaks in complimentary terms of the attitude of the Turkish authorities toward relief work in general and the activities of the commission in particular.

On October 9 the commission set out from Smyrna by train to visit the cities of Manissa, Kassaba, Salihi and Alascheir, taking with them four carloads of provisions.

CITY DESTROYED

"Manissa, or Magnesio, was a flourishing city of 90,000 inhabitants situated about sixty-five kilometers distant, or more than 200 kilometers from the front," the report says. "The local authorities and the representatives of the Turkish Red Cross having been advised by the Vali, met us at the station. From a minaret, we had

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HOOVER'S HOPE HIGH FOR WORLD IN DAWNING YEAR

Secretary of Commerce Reviews 1922 as Year of Progress and Forecasts 1923

[BY A. P. NIGHT WIRE]

WASHINGTON, Dec. 31.—The story of 1922 is one of world economic progress, and the prospects are favorable for 1923, Secretary of Commerce Hoover declared in a statement tonight in which he reviewed the past and hazarded a forecast for the future year.

His statement, compiled from reports of special investigators in all parts of the world, expressed complete confidence concerning the remolding of the delicate economic machine, so badly wrecked by the World War.

"An economic forecast cannot amount to more than a review of tendencies and a hazard of the future," Mr. Hoover said. "The world begins the year with greater economic strength than a year ago; production and trade are upon a larger and more stable basis, with the single exception of the sore spot in Central Europe. The healing force of business and commerce has gained substantial ascendancy over destructive political and social forces.

EXCHANGE RESUMED

"The world is now pretty generally purchasing its commodities by the normal exchange of goods and services, a fact which in itself marks an enormous step in recovery from the strained movements of credit and gold which followed the war."

Economic wounds of Asia, Africa, Latin-America and Australia, coming from the war, Mr. Hoover said, were more the sympathetic reaction from slump in the combatant states than from direct injury, and they thus are recovering quickly. Their commerce, his reports showed, has reached levels above prewar days and their production has grown apace. The enforced isolation, he believed, strengthened the fibre of Latin-America and Asia by increasing the variety of their production. This, he said, has contributed vitally to their effective recovery.

ARMIES DEPLORED

"The continued maintainance of armies on a greater than prewar basis in the old allied states," Mr. Hoover continued, "maintains political uncertainty" lowers productivity and retards the balancing of budgets with consequent cessation of direct or indirect inflation. Disarmament and the constructive settlement of German reparations, and the economic relations of states in Southeastern Europe, are the outstanding problems of Europe. Their adjustment to some degree will affect the progress of the rest of the world.

"The more general realization during the past year of the growing menace of these situations and the fundamentals that underlie their solution is in itself some step toward progress. Their solution would mark the end of the most acutely destructive forces in the economic life of the world which still survives the war."

BRITAIN RALLIES

Discussing economic conditions, the Secretary said England, with

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FEW DRINKS SEE INFANT YEAR COME

New York Liquor Squads Watch Celebrants and Keep Lid Clamped Down

[EXCLUSIVE DISPATCH.]

NEW YORK, Dec. 31.—Crowds milling along Broadway tonight saw and heard the well-acted gentleman who held up a lamp post with much difficulty and waved his hand at the passing, admitting-jealous throng, while he hiccoughed a Merry New Year.

He was a living illustration of the fact that you can't keep a confirmed drinker dry on New Year's Eve. But his very scarcity, by comparison to other days, gave uncontrovertible proof of the activities of Prohibition Director Yellowly's many agents.

It was a decidedly dry affair—New York's ushering in of the new year. Just a few wet spots, mostly on the hip. And not nearly as much noise as there used to be. The fakirs selling noise-making machines along the Great White Way were disgusted. They had never known such a slow night for the big eve, they said.

Early in the day, in fact, for days before, Yellowly had warned New York he was going to make it a dry evening. Before midnight his agents reported more than a score of proprietors of cafes and restaurants, among them several of the best-known, arrested for selling "booze" or permitting it to be drunk in their places.

The Palais Royal, the Palais de Danse, the Knickerbocker Grill, the Plantation and numerous cafes of Greenwich Village were invaded by the police, who made arrests.

The police lent a hand—by order of Commissioner Enright. Inspector Boland has his liquor squads all over town, making visits and wherever possible grabbing flasks and here and there even greater stocks. Mayor Hylan had given orders that all dancing was to stop sharp at 1 a.m. and police were placed in all the dancing places to see the law obeyed. Crowds did not linger long after the music stopped.

PACIFIC GALE FORCES LINER TO CALLAM BAY

FOUR OTHER VESSELS ALSO FORCED TO RETREAT DURING STORM

[BY A. P. NIGHT WIRE]

Seattle, Dec. 31.—Pounded by a southwest gale that reached a velocity of almost seventy miles an hour, the coastwise passenger Admiral Line fleet, en route from Seattle to San Francisco, was storm and return to Clallam Bay this afternoon, according to wireless advices reaching here tonight.

Four other vessels which defied the storm-swept Pacific off Cape Flattery also had to retreat with the Alexander and anchored in Clallam Bay awaiting calmer weather.

The Dorothy Alexander, filled to capacity with passengers, left here late yesterday and sailed for Victoria at 5 o'clock this morning. She had hardly passed Capt Flattery when she was forced to return.

"TIMES" AGAIN BEATS THE WORLD IN ADVERTISING

For the second consecutive year The Los Angeles Times has printed a greater volume of advertising for a calendar twelvemonth than any other newspaper in the United States or in the world.

Telegrams from all parts of the country, received and tabulated last night, show the following list of newspapers as the advertising leaders in their respective cities. Figures are stated in agate lines, giving the total advertising for period January 1 to December 31, 1922.

In cases where papers publish both a morning and an evening edition, they have been given credit for whichever edition carried the most advertising.

(1) LOS ANGELES TIMES, M. & S.	26,795,244
Chicago Tribune, M. & S.	26,204,373
Detroit News, E. & S.	25,701,255
New York Times, M. & S.	24,141,116
Baltimore Sun, E. & S.	22,985,326
Washington Star, E. & S.	21,659,650
St. Louis Post-Dispatch, E. & S.	19,881,120
Columbus Dispatch, E. & S.	19,582,553
Philadelphia Inquirer, M. & S.	18,211,200
San Francisco Examiner, M. & S.	16,906,694
(2) Indianapolis News, E.	16,400,198
(3) Milwaukee Journal, E. & S.	16,266,970
New Orleans Times-Picayune, M. & S.	15,454,043
Oakland Tribune, E. & S.	14,650,650
Minneapolis Journal, E. & S.	14,264,769
(2) Cincinnati Times-Star, E.	12,650,508
Seattle Times, E. & S.	12,488,728
(2) Buffalo News, E.	12,406,521
St. Paul Pioneer Press-Dispatch, E. & S.	12,327,364
Houston Chronicle, E. & S.	12,073,782
Omaha World-Herald	11,261,257
Louisville Courier-Journal, M. & S.	9,079,771

(1) The Times' Annual Midwinter Number a year ago was brought out on December 29, 1921, instead of January 1, 1922. Thus The Times lineage for 1921 included two Midwinter Number editions, whereas no Midwinter Number is included in the figures for 1922. Notwithstanding the omission of this big volume of advertising, which normally would be included, the figures for 1922 reach the large total given above.

(2) Exclusively a six-day paper.

(3) Subject to slight corrections.

THOUSANDS CELEBRATE

Revelers Usher in New Year

Dry Agents Get Busy to Prevent Law Breaking in Hotels and Cafes

Sidewalks Are Jammed Until Early Morning Hours by Merrymakers

While hundreds of thousands of revelers were giving the new year the noisest welcome ever accorded on New Year's Eve in Los Angeles, scores of prohibition agents, under the direction of Federal Agent in Charge Dolley, were conducting a series of searches into hip pockets and vanity cases in the fashionable hotels and cafes where thousands of merrymakers thronged.

Among those arrested at the Ambassador during the early evening searches by a squad of forty dry agents under the direction of Federal Agent in Charge Dolley and W. W. Anderson, divisional chief of the Federal prohibition agency were persons who gave the following names and information concerning themselves:

A. C. Cook, 2029 Beachwood Drive, arrested at table reserved for F. R. Talvin, freight traffic agent for the Union Pacific.

Elise Sullivan, 5588 Santa Monica Boulevard, storekeeper at 338 West Third street.

R. A. Verschleuser, 588 North Berendo street, auditor of the Hall Room Boys' Studio.

Max Markowitz, No. 8 Waverest avenue, Venice, real estate operator.

P. H. Bettinger, Gardiner Apartments.

Louis Aguirre, San Francisco druggist.

F. J. Bullard, 3845½ De Longpre avenue.

John Creiger, 833 S. W. Hellman Building, insurance adjuster.

S. Steinenger, 1715 Rexford street, capitalist.

Arthur MacLennan, 143 South Normandie avenue, Thomas H. Ince Studios.

Closer surveillance was maintained also at the Alexandria, at the Italian Village and at several soft-drink places on South Main street where arrests were made. The total number of persons caught in the activities of the agents was approximately twenty by midnight, Mr. Dolley declared.

"Although our men have maintained the closest watch of the places where large crowds have gathered for merrymaking, we have seen a surprisingly small amount of drinking," Mr. Dolley declared at midnight after the search through the leading hotels.

After the round-up of the downtown cafes and the hotels the prohibition agents started on a tour of the roadhouses and beach resorts.

At the Ambassador, where the arrested guests were taken to the office of the hotel and asked for their names and other information in connection with their arrest, several "Volstead widows" stormed the door and demanded back their husbands. In some cases it was necessary for the officers to order away the women before the husbands were taken to the County Jail.

No bail by check was accepted on the scene by the agents and in each case they declared a trip to the County Jail was necessary until the cash bail was deposited. Those arrested pleaded to be permitted to return to their parties, but this was denied until bail was posted.

The management of the hotel co-operated with the agents in enforcing the laws.

The searching parties were conducted whenever the prohibition agents detected any liquor bottles or flasks.

In the downtown streets of the city the sidewalks were jammed

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NO DOVE-NEST ON DANUBE

Austria Bankrupt, Hungary Flirting With Fascisti, Moslem Shadow Looms Over Balkans

BY DOROTHY THOMPSON
[BY CABLE—EXCLUSIVE DISPATCH.]

VIENNA, Dec. 31.—The new year promises no peace for the Danube states and the Balkans, but on the contrary dawns with the most serious complications and apprehensions. January 1 finds Austria absolutely bankrupt, despite the help given by the League of Nations, according to Chancellor Seipel, who made this statement in an address at Gratz yesterday.

Hungary is en route to new political trouble, her latest plan being to unite with the Italian Fascisti and overthrow the Trianon Treaty forcibly by next spring. It is generally accepted that Hungary already has made an agreement with the Fascisti, while measures introduced in the Hungarian Parliament suggest full war preparations and several factories have been preparing war materials, it is said.

FASCISTI RECRUITING

Despite the Hungarian government's official denials, the reports are repeated that the Hungarian Fascisti constantly are recruiting new members and the government is put to it to explain the extraordinary measures, practically amounting to conscription. The Jugo-Slavs fear that the first move of the Hungarian-Italian military alliance will be the murder of King Alexander. It is now practically impossible for any Hungarian to obtain a Jugo-Slav vise, the frontier precautions being extremely stringent.

TURK HAND SEEN

To make things worse in the Balkans, the Turks have started to extend their influence to the Adriatic Sea by completing an agreement with Albania. The Kemalists engage to guarantee the territorial integrity of Albania and to send a military mission there to assist in training the Albanian army, which will be augmented to war strength of 100,000, while Albania engages to accept the Turkish instructors for the army, elect a Mohammedan chief of state and see that Musselman have adequate parliamentary representation. It is also asserted the convention contains secret clauses said to be directed against Jugo-Slavia and Greece.

BERLIN PLAN REJECTED

Poincare Spurns Nonwar Pact

Latest German Proposal is Intended to Stifle Any Hostile Fears

Bonar Law Now on Way to Deal With Pact for Reparations

[BY CABLE AND ASSOCIATED PRESS.]

HAMBURG, Dec. 31.—The Franco-German nonwar pact, proposed by Germany to France through the mediation of a neutral power, has been rejected by Premier Poincare. This statement was made by the German Chancellor, Wilhelm Cuno, during a speech before the Hamburg Bourse today.

The Chancellor's revelation was the first official admission that the German government recently had taken serious steps to placate French war apprehensions and incidentally dispose of the recurrent French accusations that Germany was arming for a new war.

The German new year's nonwar pact was proposed to France through the medium of an unnamed power, probably either Switzerland or Holland, and provided for a solemn pledge by all the powers interested in the Rhine that none of them should wage war on the others for a generation without active authorization of their people as expressed through a popular referendum in all the countries involved.

PEACE POLICE PLANNED

The German government stipulated that a world power which was not interested in the Rhine should be guardian or trustee of the pledge. Such an obligation, Chancellor Cuno stated, would commit each nation which was a party to the pact to a peace police and would afford the most secure guarantee conceivable.

"To my regret," said the Chancellor, "France has seen fit to reject our proposal."

The major part of the Chancellor's speech was devoted to a discussion of reparations and their effect on the national and international situation. He gave the barest outlines of the new German proposals, declaring that the government had decided to name a definite sum which it believed it would be able to pay off through the aid of a system of domestic and foreign loans. He expressed strong approval of the sentiments voiced by the American Secretary of State at New Haven, and believed that Mr. Hughes's views closely tallied with those entertained by the Germans.

CONFERENCE HANGS

By Sidney Thatcher

[BY CABLE—EXCLUSIVE DISPATCH.]

[Copyright, 1922, Public Ledger.]

LONDON, Dec. 31. — Premier Bonar Law, with the others of the British delegation to the reparations conference, started for Paris today leaving behind them the widespread opinion that the conference can be brought to a successful result only through the influence of the United States government's expressed willingness to enter an economic conference. Even that influence, however, did not create a real optimism in view of France's attitude.

It is agreed in official quarters that this conference will have to settle two things for Great Britain—whether she goes to war with Turkey and whether she maintains the entente with France.

The Turks, with adroit, dilatory tactics, have forestalled the Allies in their maneuver at the London conference of making a breakdown look like a postponement and have held the Lausanne conference in abeyance until they see what happens at Paris.

While it is believed at the British Foreign Office that if force is necessary against the Turks it will be up to Great Britain alone, on the other hand it is believed if France and England can agree on reparations with United States support that the Turks will be placed in a position that will obviate actual warfare, at least, for the time being.

DERBY IN FRANCE

To reach satisfactory results the British are bringing into play their biggest guns. Lord Derby, who admittedly gained sincere French confidence during his ambassadorship in Paris, is taking a convenient holiday in France and will be reached easily from Paris. The presence of Marquis Curzon, whose recent successes at the Quai d'Orsay have placed him in an advantageous position with France, and Premier Bonar Law, in whom the French profess some confidence, has placed Great Britain, so far as personalities go, in a stronger position than at any recent conference. But the fact remains that the much-heralded Bonar Law plan which he is carrying to Paris is based exactly on the British attitude of the last two years against which French opposition seems to intensify, rather than modify.

Commentators in today's press place much more confidence in the effect of Secretary Hughes' New Haven speech than Premier Bonar Law's plan. The Sunday Times says:

"Business pretty nearly everywhere is enthralled in politics. It has to wait on statesmen. And the statesmen of Europe and America for the last four years have thought far more of their electoral position at home or of national fears and animosities than of ways and means for commercial activity and its well being . . . what the American Secretary of State was saying Friday about German reparations seems to get to the heart, not only of that particular problem but of most of the difficulties that are retarding Europe."

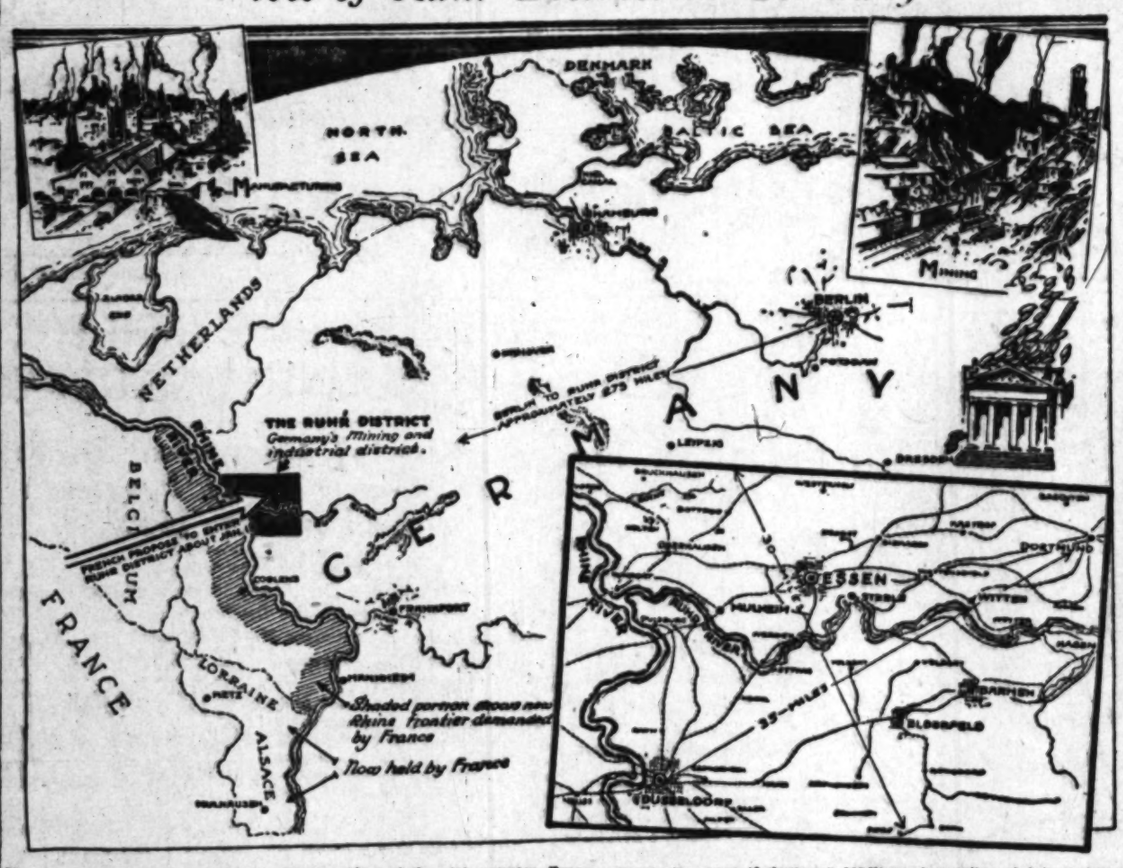
HUGHES' SPEECH PRAISED

The Times calls Secretary Hughes's speech "healing and heartening words" and adds: "We have had four years of military vindictiveness and economic blindness. Let us have another year of it and it is hard to see how Europe can avoid dissolving in anarchy and ruin."

The observer very truly says that the British people have become so accustomed to crises that they do not pay much attention to them any more, but points out, "it is safe to say Lausanne could not survive a break between France and Great Britain were such to be the result of the week's conversation in Paris."

But the conference opens with British warships pointing their guns at Turkey with the Turks reported to be sending troops to the border of Mosul where the British have promised the Americans a chance at the oil rights, with France represented as wanting the Rhineland and with Great Britain fearing French troops will occupy the Ruhr. Consequently the conference begins with only one new actual suggestion — the United States' economic conference.

View of Ruhr District in Germany



The accompanying map gives an accurate idea of the rich country France expects to annex if Germany continues her policy of debt dodging. It was drawn by Charles H. Owen of The Times staff.

HOOVER'S HOPE HIGH FOR 1923

Commerce Secretary Reviews 1922's Progress

Forecast for Year Filled With Confidence

Central Powers Alone Seen in Bad Shape

(Continued from First Page)

the old neutral nations, is making steady progress in production and is diminishing unemployment. He reported that some of the combatant States, while slower in recovery, "have shown progress all along the line in commercial, industrial and agricultural fields," although the harvests suffered in some spots. Some of those nations, he said, mentioning Italy, Belgium, the Baltic States, Poland, Czecho-Slovakia and Hungary, show increasing political and social stability and improvement in their governmental finances.

There is reason why there should be continued progress during the next twelve months," he says.

HOPE HELD OUT

The Secretary declared that outside of "three or four States in Central Europe" the whole world had shaken itself free from the great after-the-war slump. Social stability had gained, he said, urging that the exceptions in Europe not be allowed to obscure the profound forces of progress elsewhere over the whole world. In the main, he added, even in the areas referred to as "sore spots," the difficulties are to a large extent fiscal and political rather than commercial and industrial.

In addition to the social betterment Mr. Hoover mentioned as other net gains for the year 1922 and guide lines to 1923 the following:

"Bolshevism has greatly diminished and even in Russia has been replaced by a mixture of Socialism and individualism.

"Active war, at least, has ceased for the first time since 1914.

"Famine and distress have diminished to much less numbers this winter than at any time since the great war began.

"Production has increased greatly.

"Unemployment is less in world totals than at any time since the Armistice.

"International commerce is increasing."

DANGER SIGNS SEEN

As for Germany and some of the minor States in Southern Europe, Mr. Hoover noted dangerous symptoms. They still cause anxiety, he explained, because financial difficulties and political problems of their governments, "threaten to overwhelm the commercial and industrial recuperation already made."

He dealt with conditions in the United States briefly, calling attention to an "economic level of comparatively great comfort in every direction except for the lag in recovery of some branches of agriculture." He said, however, that even in this field there had been improvement in prices and expressed the opinion that its troubles were mostly due to overproduction in some lines.

"Our manufacturing industries are mostly engaged well up to the available labor," Mr. Hoover said. "Industrial production has enormously increased over last year, and real wages and savings are at a high level. Our transportation and housing show great gains in construction, though we are yet behind in these equipments. Both our exports and imports are again increasing from the great depression and are today far above prewar levels."

GREEKS SCORED BY RED CROSS

Outrages of Army Retreat Are Innumerable

Razed Villages Likened to Remains of Pompeii

Thousands of Mussulmans Made Homeless

(Continued from First Page)

a panoramic view of the city and we were able to take several photographs. The city had been destroyed completely before the arrival of the Nationalist troops. There remain now only 1140 houses of the 14,000 which formerly constituted that important city.

"Kassaba is the name of a locality the site of which we were shown, about seventy-eight kilometers east of Smyrna. A part of the inhabitants had emigrated toward the interior; there remained at the time of our visit about 15,000 inhabitants, who were in extreme destitution. They made their bread from the burned grain which they salvaged from the debris. Of the 6327 houses originally making up the city, only 201 remained.

"According to information furnished by the authorities, Kas contained 30,000 inhabitants of which about 27,000 were Mussulmans. Now 8000 persons inhabit these ruins, the rest being still dispersed. These figures concerning the proportions of the inhabitants appear accurate and accord with the number of Greek houses, which are easily distinguishable from those of Mussulmans because of their architectural characteristics.

"Upon arriving at Salihi we hardly could recognize the site where the station should have been. Nearby what remained of the great raising warehouses raisins being the principal product of the region, was still smoking.

"Our trip through the city was as heartrending as had been the preceding one. Of the original 2200 inhabitants, there remained only 200. Fifteen families had found shelter in a single mosque.

"When we arrived at Alascheir we were lodged in the only house that had escaped the fire.

"The next day we visited the city. Situated on the side of a little hill abundantly wooded and watered, this city must have been one of the prettiest in the country. Now out of 4500 houses, 4350 had been destroyed and of the 11,500 inhabitants there remained only 8500, of whom 400 were children under 14 years of age.

ONE HOSPITAL LEFT

"At Alascheir we had occasion to visit the only hospital of the region which had escaped destruction. It consisted of twenty beds and was directed by Dr Naby Bey, who had arrived from Geneva a few days before our visit.

"We were informed that a Greek officer had saved the lives of 300 Mussulmans who had been maltreated by the soldiers, by placing them in shelter at the villa of a Mr. Forbes.

"We saw Hodja Osman, an old paralytic who had taken up his domicile in the trunk of an old plane tree. Osman is well lettered and regarded as a philosopher. His house had been burned but he seemed satisfied with his rustic habitation. The plane tree is in the courtyard of a burned mosque, near which Sheik Sinam was buried in the year 500.

"In a vineyard nearby 100 bodies had been buried barely beneath the surface of the ground."

One member of the commission visited Aidin, Azizie and the stations along the line of the Ottoman Railway Company, the report says and found conditions there identical with those of the cities visited in the earlier part of the trip.

THOUSANDS IN CELEBRATION

(Continued from First Page)

from an early hour in the evening until well toward dawn. Hundreds of thousands took part in the noisy, good-natured fun making. The streets were filled with automobile parties who added to the noise with their horns.

At the cafes, although the "lid" was on for dancing, thousands had reservations for the annual "wake" in seeing an old year die. Experienced hotel and cafe men declared that never before had there been such a turnout for the occasion in Los Angeles.

It was a jovial, happy-go-lucky, jostling crowd that made real walking a dangerous pastime. Confetti throwing, horn-tooting, singing and shouting added to the general good time.

Cafes along the road to the beach cities also were jammed to capacity by the joyful crowds.

Although the Federal agents in their desire to keep the lid tight on New Year's Eve, as they had announced several days ago, watched at all the principal hotels and cafes, much of their vigilance was centered on the Ambassador, where perhaps the largest crowd was found.

At this one hostelry there were forty dry agents (ten policemen in uniform and eighteen private detectives employed by the management to keep order and to prevent any drinking of intoxicants.

The real celebration began hours before the actual passing of 1922. From nightfall until midnight the sidewalks were a mass of humanity—happy, good-natured, shouting folk.

At midnight the usual blowing of all steam whistles ringing of bells, tooting of horns and sounding of klaxons marked the birth of the new year. The mighty voice of the Times siren was added to the din and through the giant broadcasting station, KHJ, was heard by "listeners-in" throughout the land.

NINETY-THREE COUPLES RUSH TO BEAT TIME

Cupid did a rushing business on Saturday. There were ninety-three marriage licenses issued before the bureau closed for the holiday. An increase of 913 marriages was noted for the year. The number of marriages for 1921 was 12,705 and that of 1922 was 13,620.

KLUX LAUGHED AT FRIENDSHIP

Murder Mob Sacrificed All on K.K.K. Altar

Common Sense Superseded by Flapdoodle Phrases

Prosecution Hopes to Show Up Law-Defying Gang

(Continued from First Page)

a Klansman is to "worship God, be patriotic toward our country, be devoted and loyal to our Klan and emperor and to practice clannishness toward his fellow Klansmen."

PATRIOTISM IN DOUBT

Capt. Skipworth is clannish and he may worship God; but there is some doubt of his definition of patriotism toward the government, when he described Gov. Parker as a "damned old braying jackass." He claims he did not say it. Evidence to the contrary will be produced.

In the meetings of the Klan everything was surcharged with the impressive solemnity of the invisible Empire. The wind moaning in the bearded pine oaks, the stark tree trunks, spooky in the peering light of torches and the blazing "fiery cross" all contributed their mysticism to the weird setting of the forest Klavern. In such a scenic investiture as this old Skipworth, portentous in his hooded gown, uttered such ponderous flap-doodle as this:

"My terrors (and if anyone thinks that word 'terror' hasn't been burned into the soul of this parish he hasn't read well) my terrors and Klansmen, make ready, prepare the sacred altar, my terrors and Klansmen; and in the sacred cause we have entered, be thou faithful unto death; be patriotic toward our country; be clannish toward your Klansman, be devoted to our fraternity; we will stand, for our blood is not pledged in vain."

All this from the implacable Kloran, straight from the inspired mind of the Imperial Wizard in Atlanta. It is the kind of stuff that weaned McKoin from such men as Watt Daniels. The Kloran says "no innovation (in the ceremonies) will be tolerated and no frivolity or horse-play may be allowed." The inspired hand of the imperial author apparently deviated from the chaste "Elizabethan to the Georgian vernacular when it dropped that "horse play" into the profound decree of the Kloran.

IMPRESSIVE VERBAL JUNK

Also impressive is the charge of the Cyclops: "Let them enter the Klavern in quest of citizenship, but keep you a Klansman's eye upon them, and if they or any one of them should flinch at duty or show himself a coward, weakling or a treacherous scalawag at this time or in the future, it will be your sworn duty to eject him or them from the portal of the invisible Empire."

Also, "what if one of your party should prove a traitor? He would be immediately banished in disgrace from the Invisible Empire, conscience would repeatedly revile him and direful things would befall him."

All these things are in the secret work of the Klan. The tenth question asked of an aspirant to membership is this: "Can you always be depended on?" McKoin, the fugitive doctor of Mer Rouge subscribed to all this. Even the "treacherous scalawag" which flowed so innocently from the inspired pen of the wizard struck no jarring note from the intelligent doctor. He declares he is not a Klansman, but that it is a play on words. His fellow-Klansmen in Morehouse parish testify that he was and is a Klansman. McKoin could march back and forth and around and about the mystic circle of the Klavern and take an absorbing interest in the ritual of scalawag and horseplay. Watt Daniels laughed at it and called them a pack of idiots.

NEOPHYTES TOO LOYAL

The Neophyte is asked if he can be depended upon. The Federal investigators will attempt to demonstrate in the open hearing that they could be depended upon. They will present to the public all the paraphernalia of the forest Klavern, the fiery cross, the hooded night riders, the secret orders. They will try to show that the Klan tried to impose its command of silence on Watt Daniels and Sam Richards.

They will offer evidence that six months previous to the astonishing kidnaping of August 24 there had been masked raids, daylight kidnapings, night whippings and orders for exile by the dozen. They will try to show that on one occasion Richards was taken off the streets of Bastrop in broad daylight by masked men; that Richards's father was borne off, that Richards was spirited off into the depths of the forest and questioned concerning the so-called attack on McKoin, and they will conclude by new evidence that Skipworth was one of those conferred and that he removed his mask after the questioning was concluded.

And yet the Klan code word is "honor." Its design is uplift for the downtrodden and its insistent teaching is regard for law. Yet the Klan in Morehouse parish repeatedly has taken the law into its own hands.

It is going to be difficult to avoid a clash in the open hearing. Every man and many women are armed and they are not carrying weapons in any light regard for consequence. Every inhabitant has always before him the picture of the night of August 24.

WOULD LIKE TO FORGET

"I wish," said a man of Mer Rouge, who has been thrice warned to leave, "I wish to God I could relax for one day and forget all about it."

If he had been a man of nice selection and fine construction in English he might have carried out his figure, might have etched out the high lights and described the agony, the sorrow, the fear, the hate and the despair which seems to have arisen like the stifling fumes of some Genii of Lake La Fourche and settled in a doleful pall over the parish of Morehouse.

The memory that stays with them is the memory of many people driving peacefully home from a village barbecue. It is the picture of hooded men bristling with rifles and pistols, leaping silently out of the gloomy forest. It unfolds with their sons and fathers and comrades seized from the sides of relatives and friends and then bound and blindfolded. Helpless to protest they drove on to their homes, the curtain drawn behind them. They could not know what was to befall old James L. Daniels, young Ted Davenport, William Andrews, Watt Daniels and Thomas Fletcher Richards, the last named of whom they called "Sam" as a loving brevit.

But these were the preliminary scenes. These may be described by dozens of persons. It is the unseen, the unknown, the undescribed and indescribable picture that stands most distinct. It is that picture of an old man whipped; a great leather lashmade hissing into his quivering flesh; of his son helpless by; of another curtain drawn when Mr. Daniels, Andrews and young Davenport had been released; and with this curtain drawn the hideous scene of two men executed as if by savages more malignant than those of the Tartar hordes who only drank blood; executed as if on the rack, bones broken, limbs hewed off, heads severed and unspeakably tortured and then the ghastly epilogue under the still waters of melancholy La Fourche.

PROSECUTIONS PLANS

It will not be a wonder when the Kloran is read in the open hearing if the military are ordered to take new weapons from the men and women of Morehouse parish.

The prosecution hopes to connect precept and practice; hopes to show that the continuous hammering away of Klan ritual turned men from the teachings of ordinary, common sense and orderly habits of loyalty to an insidious organization which had established itself as some surpassing man-made judgment; it is hoped to prove that Klansmen became so perverted in their ideas of patriotism that love of friends, community interest and even family ties were subordinated to the will of the Cyclops.

Old Skipworth goes about with two broad-hatted guards lounging in his wake. Mer Rouge men have been heard to say they do not propose to attend the hearing other than well-heeled. The issue is clear. All of the respectable citizens, whether Klan or anti-Klan, want the parish cleaned up. Skipworth and all. The dyed-in-the-wool Klansmen want to get past the crisis.

"And if they do get past," says John Jones, broad of hat and drawling of speech, "all the guns in hell won't stop them from killing us. There are men in this town they will get anyhow. There was a time here a month back when we had all decided to pack a gun and sell out as dear as possible. We knew we were goners. We were just waiting for the right bullet."

But there now seems a fair chance to clean up.

EVERY MORNING IN THE YEAR Los Angeles Times. DAILY FOUNDED DECEMBER 4, 1881
The Times Building, First and Broadway
90c per Month. DELIVERED BY CARRIER Single Copies: Daily, 5 Cents; Sunday, 10 Cents, Everywhere.
By Mail, in Postal Zones 1 to 4, including California, Arizona, Nevada, Utah, Yearly, $13.80; Monthly, $1.05. In Zone 5, including Colorado, Idaho, Montana, New Mexico, Oregon, Washington, Yearly, $16.56; Monthly, $1.38. In Zones 6, 7 and 8, balance of States, Canada and Mexico, Yearly, $18.60; Monthly, $1.50. POSTAGE PREPAID.
Entered as second-class matter, Dec. 4, 1881, at the Postoffice at Los Angeles, Cal., under the Act of March 3, 1879.
MONDAY MORNING, JANUARY 1, 1923. VOL. XLII. NO. 28.

PORTLAND BANK HEADS INDICTED

(Continued from First Page)

against each other and by others against the officers, since the institution closed doors last February. Several suits other than those by Frank C. Bramwell, State Superintendent of Banks, and having to do with liquidation of the bank, have found their way into court. In general, the suits have been concerned largely with representations made with reference to the condition of the bank when the Old People's Bank was merged with it, the transfers of capital stock connected with the merger and the nature of loans made by directors of the State Bank.

The State Bank embraced the old bank of that name and also the People's Bank, the two having been merged October 1, 1921. The latter bank had been organized in April, 1920, while the State Bank was formed in 1917.

Officers of the People's Bank when the merger was affected were: E. T. Growell, president; W. G. Burlington, vice-president; Hugh C. Growell, cashier. After the consolidation of the two banks, officers of the State Bank were: Leroy D. Walker, president; Anthon E. horn, vice-president; Conrad P. Olson, vice-president; E. T. Growell, vice-president; Hugh C. Growell, cashier; H. O. Vogel and S. H. Slocum, assistant cashiers.

OLSON'S STATEMENT

In a statement today, Olson said: "During the summer of 1921 I entered into a contract on behalf of myself and others for the purchase of the control of the stock of the State Bank of Portland for the purpose of the consolidation of the People's Bank and the State Bank. During the fall of 1921 such consolidation was effected with the consent and approval of the State Banking Department after examination of both banks by such department immediately prior thereto.

"In January, 1922, I was elected president of the combined banks, taking office February 1. On February 15 a disastrous run on the bank started and for the purpose of protecting the depositors, the entire board of directors, on February 16, decided to close the bank. Thereafter for sixty days it seemed as if the bank could be reopened, but such plans were not successful, and on April 16 the bank was declared insolvent and put into liquidation by the Banking Department.

"I purchased the stock in good faith and have lost the savings of a lifetime. The bank closed with four deposit accounts of which I was the sole or partial owner. My home has been turned over to the liquidators."

Denies Charges of Cantonment Building Plots

[BY A. P. NIGHT WIRE.]

SAN FRANCISCO, Dec. 31.—The indictments returned in Washington yesterday by a special Federal grand jury against Benedict Crowell, former Assistant Secretary of War under the Wilson administration, and six "dollar-a-year men," are unfounded and will be cleared up, according to a statement issued here tonight by Clemens W. Lundorff of Cleveland one of the men named in the indictments.

The indictments embodied charges of a conspiracy to defraud the government in the construction of cantonments and with delaying and defeating the administration of law. Beyond making a denial of the charges, Mr Lundorff said he could not discuss the matter at this time.

PLAN BENEFIT DANCE

The Canadian Maple Leaf Club announces a benefit dance tonight at the Gamut Club, 1044 South Hope street.

GOES TO JAIL RATHER THAN PAY $250 FINE

[LOCAL CORRESPONDENCE.]

LINDSAY, Dec. 31.—Winifred Cox of Lindsay was fined $500 by Superior Judge Wallace of Visalia for driving an automobile while intoxicated. Cox had entered a plea of guilty. In lieu of the fine, Cox went to jail for 250 days. His is the second case recently in which the court has denied leniency to offenders driving while intoxicated.

Tug on Way to Los Angeles Is Calling Help

[BY A. P. NIGHT WIRE.]

ASTORIA (Or.) Dec. 31.—A call for assistance was picked up here this morning from the tug Forest King, towing the barkentine Forest Dream from Puget Sound to California. The tug Oneonta responded and went outside, but was unable to locate the tug or her tow. The revenue cutter Algonquin also has gone in search of the vessels.

SAN FRANCISCO, Dec. 31.—The tug Forest King, which sent out an appeal for assistance today, was en route from Seattle to Los Angeles, according to the marine department of the San Francisco Chamber of Commerce.

GLORY IS DEPARTED; TREES ARE ON DUMP

By a "Times" Staff Correspondent

LONG BEACH, Dec. 31.—The Long Beach municipal rubbish dump rapidly is taking on the aspects of a forest. Discarded Christmas trees which a few short days ago dazzled youthful Long Beach with their splendor are piling mountain high and indicate that nearly every dwelling-place and flat in the city had a tree of some sort this year.

SLAIN IN STORE

[EXCLUSIVE DISPATCH.]

ST. PAUL, Dec. 31.—Henry Cohen, 56 years of age, proprietor of a small grocery store at Duluth, was shot to death when he was alone in his store. Cohen was leaning against a telephone on a wall when found dead.

KUSEL BUYS DIAMONDS, PAYS MORE
324-6 Broadway Bldg., Third and Spring Sts.


GREAT-HEART THE OVERCOAT THAT HAS PROVED TRUE

A Happy New Year to you all!
And particularly to those of you who have "proved true" during 1922 and want and deserve A Happy New Year.
For, there are those who peg along, year after year, aspiring to nothing good, thinking nothing good, doing nothing good.
VERY PARTICULARLY do we wish A HAPPY NEW YEAR to every good soul that has striven, through the departed year, TO MAKE HAPPY those that were not happy, those that were afflicted, those that were desolate.
For to such all happiness is due.

GREAT HEART $35 to $45
Scott Bros
America's Smartest Clothes
425-427 South Spring Street



To Everybody in the Great Southwest
This Bank extends best wishes for a Happy and Prosperous New Year--
THE BANK OF THE GREAT SOUTHWEST
California Bank
HEAD OFFICE — LOS ANGELES

PACIFIC-SOUTHWEST TRUST & SAVINGS BANK

FORMERLY LOS ANGELES TRUST & SAVINGS BANK

Notice

IN ORDER to accommodate those desiring to transfer funds without loss of interest, savings deposits made on or before January 10th in the Pacific-Southwest Trust & Savings Bank, or any of its Los Angeles Branches, will bear interest from January 1st.

Term savings accounts in this bank bear interest at 4 per cent, compounded semi-annually.



Motley H. Flint

Executive Vice-President
Los Angeles

PACIFIC-SOUTHWEST TRUST & SAVINGS BANK

COMBINED STATEMENT OF CONDITION
HEAD OFFICE AND BRANCHES

Bank of Italy

SAVINGS COMMERCIAL TRUST

HEAD OFFICE, SAN FRANCISCO

MEMBER FEDERAL RESERVE SYSTEM

December 29, 1922

RESOURCES

First Mortgage Loans on Real estate	$ 94,273,524.83	
Other Loans and Discounts	88,716,760.84	$ 182,989,285.67
United States Bonds	38,686,844.82	
State, County and Municipal Bonds	10,436,847.83	
Other Bonds and Securities	9,368,137.36	
Stock in Federal Reserve Bank	600,000.00	
TOTAL U. S. & OTHER SECURITIES		59,090,829.31
Due from Federal Reserve Bank	10,210,857.96	
Cash and Due from Other Banks	19,028,063.25	
TOTAL CASH & DUE FROM BANKS		29,238,711.23
Banking Premises, Furniture, Fixtures and Safe Deposit Vaults		9,817,872.86
Other Real Estate Owned		801,873.92
Customers' Liability under Letters of Credit and Acceptances		701,622.46
Uncollected Interest		1,996,787.11
Employes' Pension Fund (Carried on Books at)		1.00
Other Resources		848,805.97
TOTAL RESOURCES		$ 254,282,289.52

LIABILITIES

DEPOSITS	$ 229,761,525.82
Irrigation District Funds	234,215.05
Dividends Unpaid	991,52 .00
Discount Collected but Not Earned	73,554.02
Letters of Credit, Acceptances and Time Drafts	701,622.46
	231,752,445.34
CAPITAL PAID IN	15,000,000.00
SURPLUS	5,000,000.00
Undivided Profits	533,057.07
Interest Earned but Not Collected	1,996,787.11
TOTAL LIABILITIES	$ 254,282,289.52

All charges-off, expenses and interest payable to end of half-year have been deducted in above statement.

P. C. Hale and W. R. Williams, being separately duly sworn each for himself, says that said P. C. Hale is Vice-President and that said W. R. Williams is Cashier of the Bank of Italy the Corporation above mentioned, and that every statement contained herein is true of his own knowledge and belief.

P. C. HALE
W. R. WILLIAMS

Subscribed and sworn to before me this 27th day of December, 1922.
THOMAS S. BURNES, Notary Public.

The Story of Our Growth

As Shown by a Comparative Statement of Our Resources.

December, 1904	$235,436.97
December, 1908	$2,574,004 90
December, 1912	$11,228,814.56
December, 1916	$39,805,995.24
December, 1920	$157,464,685.08
December, 1921	$194,179,449.80
December 29, 1922	$254,282,289.52

NUMBER OF DEPOSITORS, 401,798

Savings Deposits made to and including January 10, 1923, will earn interest from January 1, 1923

SAN FRANCISCO CHRONICLE

San Francisco's Leading Daily and Sunday Paper

You cannot afford to overlook its special Sunday features which teem with interest.

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Business Chances Alphabetically Arranged

You can turn straight to the particular line of business you are interested in. See today's WANT ADS.

ECZEMA ON BODY IN PIMPLES

Itching Intense. Could Not Sleep. Cuticura Heals.

"Eczema broke out on my body in small pimples with white heads. At first there were just a few small spots but it quickly spread, causing intense itching and discomfort. My clothing seemed to aggravate the breaking out, and I could not sleep well at night.



"A friend gave me a sample of Cuticura Soap and Ointment and after using them I got relief so purchased more, and after using one cake of Soap and one box of Ointment I was healed." (Signed) Miss Maybelle Brett, Pullman, Wash.

Give Cuticura Soap, Ointment and Talcum the care of your skin.

Sample Each Free by Mail. Address: "Cuticura Laboratories, Dept. R, Malden 48, Mass." Sold everywhere. Soap 25c. Ointment 25 and 50c. Talcum 25c. Cuticura Soap shaves without mug.

SHIP OPERATORS AIDED BY CANAL

Panama Project Salvation to Private Owners

Intercoast Trade Figures Show Big Increase

Ninety-eight Vessels Make Record in Tonnage

[BY CABLE—EXCLUSIVE DISPATCH]
[Copyright, 1922, Public Ledger.]

WASHINGTON, Dec. 31.—The intercoastal trade, made practical by the Panama Canal, has proved the salvation of private American ship operators since the slump of ocean freight business began in 1920. Figures compiled by the Shipping Board based upon coast-to-coast shipments for the months of August, September and October show that the movement is reaching the rate of 5,500,000 tons a year.

The big development in the coast-to-coast trade started in 1920 when a large number of newly-organized American shipping concerns diverted their vessels from foreign trade when they found they could not compete with foreign ships at prevailing rates. Protection of coastwise trade, in which only American ships may participate, afforded them the opportunity of which they have made the most. For August, September and October there were moved from the Atlantic and Gulf Coasts to the Pacific Coast 893,940 long tons of cargo, exclusive of oil in bulk. For the same period from the Pacific Coast to the Gulf and Atlantic Coasts there were moved 432,826 tons, exclusive of oil in bulk, or a total for the three months of 826,766 tons of cargo.

Ninety-eight vessels, aggregating more than 900,000 deadweight tons, made up the fleet for the three months' period covered. The vessels and their tonnage were as follows:

Company	Ships	Tonnage
American Hawaiian S.S. Co.	21	119,379
Isthmian S.S. Co.	15	104,547
Luckenbach S.S. Co.	17	100,500
Grace & Turner	6	39,000
North Atlantic & Western S.S. Co.	6	43,000
(U.S.S.B. Operators.)		
Williams S.S. Co.	6	39,797
Atlantic, Gulf & Pac. S.S. Co.	6	37,263
Garland S.S. Co.	4	25,000
Pacific Mail S.S. Co.	4	26,100
Moore & McCormack	3	23,100
Ryder Company	3	20,237
Munson Line	3	20,730
Dollar Line	1	10,000
Total	98	511,573

PASADENA MEXICAN IS SHOT DEAD

Another Stabbed in Fight, Police Believe, Due to Feud; One Held

By a "Times" Staff Correspondent

PASADENA, Dec. 31.—Juan Benabibea, 43 years of age, 661 Edmundson Alley, was shot to death and Francisco Garcia, 777 South Raymond avenue, was stabbed three times and seriously hurt in a street fight in Pasadena's Mexican quarter early today.

Garcia declared Benabibea and two other men jumped on him without warning, and that he shot in self-defense.

The fight took place in Rittman street, near Raymond avenue, and was brought to police attention by a night watchman, who telephoned that two dead Mexicans were lying in the gutter. Officers Coleman, Cheshire and Davis found one of them, Garcia, to be alive. The police arrested six men, but released all but Nick Rios, said to have liquor in his possession.

The police believe the killing resulted from a feud.

WELL-KNOWN BANKER IS SERIOUSLY ILL

[EXCLUSIVE DISPATCH.]

NEW YORK, Dec. 31.—Henry Clews, internationally known banker and financier, who was 83 years old last August, was reported by his physician, Dr. Henry D. Chapin, tonight as seriously ill. Mr. Clews is confined to his town residence, 27 West Fifty-first street, with bronchial pneumonia.

IOWA BANKER DIES

[EXCLUSIVE DISPATCH.]

DES MOINES, Dec. 31.—Frank A. Gruelich, bank president and leading financier of Marion, is dead at the age of 73 years.

FRANKLIN MISSED AIR CONCERTS

Pomona Fireman Names "Ben" as First Radio Fan and Proves It

[LOCAL CORRESPONDENCE.]

POMONA, Dec. 31.—Ben Franklin, instead of Marconi, was the first radio fan, according to Jack Brahm, popular member of the Pomona fire department.

"How do you figure that?" one of the firemen asked when he made the startling statement as they were gathered around their large receiving set at the fire station last night.

"Well he put up the first aerial, didn't he?" Jack countered. "It wasn't his fault that the concerts had not started and he only got a shock."

HOSTILITY OF BERLIN IS DECRIED

Hotel Man Pleads for Press to Drop Insulting Attitude Toward Foreigners

[BY CABLE—EXCLUSIVE DISPATCH]

BERLIN, Dec. 31.—For the first time in a long while a German newspaper has summoned sufficient courage to shield foreign visitors against the insults printed daily against them in the German press. In a long article on the front page of a leading newspaper here, the director of one of the large hotels attacks his countrymen for treating foreigners in such an abominable fashion.

Unlike New York, London or Paris, he says, Berlin does not know how to treat a visitor or make him feel at home and the time will come when Germans will regret their present unfriendly policy. He also is the first person who dares to contradict the assertion generally believed here that foreigners only come to Germany to live cheaply. He says their presence is good for German industry and adds that if Americans and other visitors did not use taxicabs and frequent the big restaurants nobody would.

It is a much overlooked fact that the big Stinnes organ, the Deutsche Allgemeine Zeitung, leads the anti-foreigner campaign apparently endeavoring to turn the eyes of Germans from the huge profits of their own industrialists by making them believe the luxury in Germany today is displayed only by foreigners.

In connection herewith an interesting fact is that Berlin, according to recent statistics, is given tenth place in a list of expensive towns in Germany which is headed by Hamburg.

Pomona Records Show Many New Houses Erected

[LOCAL CORRESPONDENCE.]

POMONA, Dec. 31.—Building permits for the past week totaled $3450 and included the immediate construction of one new bungalow and many repairs and additions, bringing the total for the month to $106,000. Exceeding the 1921 building figures by $154,921, the year 1922 has set another record in the building history of Pomona. Permits totaling $1,103,152 have been issued the last year by L. W. Cowles, Building Inspector. The 1921 figures exceeded the 1920 figures by $154,479. At this rate it readily is seen that the future of Pomona as a leading city of the south is assured. November was the high month of the year, the total being $459,040.

JAP ARMY BILL ASKS FOR 555,700,000 YEN

[BY CABLE AND ASSOCIATED PRESS.]

TOKIO, Dec. 31.—A bill calling for 555,700,000 yen for the army defense replenishment program as planned by the Kato Cabinet, will be presented at the next session of the Diet, according to Nichinichi. The War Office it was said, has worked out a plan to improve all sections of the army during the next seventeen years.

MOSUL OWNERS SPEAK UP

Assyrio-Chaldean Nation Declares Independence; Wants Oil Field for Itself; Promises Fight

BY SAMUEL DASHIELL
[BY CABLE—EXCLUSIVE DISPATCH]
[Copyright, 1922, Public Ledger.]

PARIS, Dec. 31.—While England and Turkey were quarreling in Lausanne as to who will control the Mosul oil region, the real owners of part of the famous Mosul—the Assyrio-Chaldean nation—declared their national independence and at the same time informed the world they would keep the oil for themselves.

Furthermore, Gen. Agha Petros, holder of the Legion of Honor decoration and president of the National Executive Committee of Assyrio-Chaldean people, who were the smallest Allied power fighting Turkey and Germany during the war, has informed all nations that if they want the oil in the mountain fastness, they must come and get it first.

GEN. PETROS IGNORED

Gen. Petros, who has been lobbying around Lausanne and has not been taken too seriously while the other countries were disputing about Chaldea's natural wealth, arrived in Paris yesterday and conferred with Premier Poincare, with whom he left the formal declaration of independence.

The General told your correspondent he would return to Lausanne and then to Chaldea where he would gather the 1,000,000 inhabitants of his realm and prepare to resist the Turks, Kurds or British if they should parcel out his nation to any other power.

"We are the only Christian population in the Mussulman region," he said. "We have defeated the Turks three times. We are self-sustaining; we have munitions, wheat, food and fighting men and, as our country is mountainous like the Alps, we can resist indefinitely.

BOUNDARIES DEFINED

"Consequently we reserve for ourselves as our national territory the lands lying between the Armenian frontier on the north and junction of the Tigris and Zab Rivers on the South and between the Tigris on the west and Lake Urguiam on the east.

"We have come to the solemn conclusion not from the consideration of political ambitions of worldly gain, but because we aspire for ourselves and families the right to live. At least if it be we are to die, we are not to die dispersed and massacred like our unfortunate Armenian neighbors, but will die united in defense of our mountain homes and of Nineveh, our capital since the dawn of history."

WOMEN'S CLUBS LAY OUT PLANS

Most Active Year Ahead for Various Bodies

New Marriage and Divorce Laws Proposed

Maternity and Infancy Act Also an Issue

BY CONSTANCE DREXEL
[Copyright, 1922, Public Ledger.]
[Copyright, 1922, Public Ledger.]

WASHINGTON, Dec. 31.—With the opening of the new year country-wide women's organizations having headquarters in the National Capital are busy with preparations for the most active year in their history.

Almost the first to outline its program is the General Federation of Women's Clubs, whose national board of sixty or seventy members will meet in the new national clubhouse for three days beginning Jan. 9, 1923. Among issues affecting every family in the land which will be discussed is the framing of a national marriage and divorce law.

The club's policy on the Sterling-Towner bill already introduced in Congress, and already endorsed by the clubs, will be considered in relation to President Harding's proposed scheme of reorganization. The Sterling-Towner bill creates a separate department of education in the Cabinet but nobody knows just what the reorganization will comprise and the women want to find out. Plans for the biennial council meeting to be held in Atlanta next May also will be decided upon.

FORM PLANS

The National League of Women Voters will being the new year with active preparations for its fourth annual convention to be held in Des Moines during the week of April 9. At that time changes in the organization and aims of the league will be thrashed out by the various State delegations. Meanwhile State leagues will take an active part in the sessions of some forty State Legislatures meeting in 1923, especially as to acceptance of the Federal Maternity and Infancy Act. This being a fifty-fifty bill, States also have to appropriate money for the purpose before they can receive their proportion from the children's bureau. Though the campaigns must be waged in the States, much of the work falls on the national headquarters of the league here.

With the new year the league's committee on "international cooperation to prevent war" also is planning new activities. Miss Ruth Morgan of New York, chairman, has been at headquarters here for a flying visit. She says every local league has been asked by the committee to arrange for public discussions of the policy of remitting the Allies' debts in exchange for effective disarmament. The result of the debates at these meetings and the decision of the audience must be sent to Miss Morgan's committee before the first of March.

ANALYZE OPINIONS

"For the first time in the history of the peace movement," says Miss Morgan, "the opinions collected will be submitted to a group of experts for analysis. The committee will have something really worth while to present to the convention in Des Moines."

The National Council of Catholic Women, affiliated with the National Catholic Welfare Council, is sending out a new year call for service to its member organizations throughout the country.

The National Woman's Party, unlike most of the other national women's organizations, is not planning to take part in the "women in industry" conference to be staged by the women's bureau of the United States Department of Labor on January 11, 12 and 13. And at this writing they are not expecting to introduce an amendment for "equal rights" to the Constitution in this session of Congress at least. But Alice Paul and other officers of the party in national headquarters are busy planning to introduce their "equal rights" legislations in forty-two State Legislatures meeting in 1923. A country-wide campaign for this purpose is being mapped out.

More Policemen for Long Beach With New Year

By a "Times" Staff Correspondent

LONG BEACH, Dec. 31.—Several additions to the Long Beach police force, effective tomorrow, were announced today.

Sixteen applicants for positions as patrolmen, who passed the recent competitive examinations have been given regular appointments. In addition the positions of assistant superintendent of identification and chief mechanic have been created and filled.

Lloyd E. Christiansen, a member of the department for several months, was named to become assistant superintendent in the identification bureau. Christiansen is rated an expert in finger print and Bertillion work. George A. McCrindle, patrolman, was named chief mechanic and placed in charge of all police automobiles.

The sixteen men appointed patrolmen are Norman L. Mosely, Allen E. Douglas, Orville R. Lucken, Carson S. Wingfield, Carl A. Baker, Lewis O. Waldrop, Francis L. Brown, Samuel G. Stroh, Clarence H. Stroeble, Rudolph E. Hribal, James E. Daly, Joseph H. McClelland, Frank Brown, Norman J. Brockley, Walter F. Hacker and Herbert H. Dunn.

OFFICIALS SUSTAINED

[EXCLUSIVE DISPATCH.]

DES MOINES, Dec. 31.—No basis for ouster proceedings against County Attorney Rippey and County Auditor Rhoades on charges preferred by Judge Utterback, asserting they were intoxicated while at Fort Madison for the purpose of witnessing the hanging of Orrie Cross, was found, said Atty.-Gen. Gibson, who filed a report on the charges with the Governor. He recommended that no action be taken, and the Governor concurs.

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NAB FARMER IN PACKAGE-DEATH CASE

Wisconsin Man Suspected in "Infernal Machine" Murder Case

[EXCLUSIVE DISPATCH.]

MARSHFIELD (Wis.) Dec. 31.—John Magnuson, a prosperous farmer, has been arrested on a murder warrant in connection with the slaying last Wednesday of Mrs. Clementine Chapman, when a supposed Christmas package received through the mails by her husband, James A. Chapman, exploded.

The arrest, made by Sheriff Walter E. Mueller and Deputy Cliff Bluitt, followed a three days' investigation of the bomb outrage on the part of Federal detectives and local authorities.

It is admitted that no direct evidence has been procured proving Magnuson to be the sender of the death package. But investigators assert that a mass of circumstances gathered by them points strongly to the farmer's supposed guilt.

Magnuson was taken to the Wood County Jail at Wisconsin Rapids, thirty-four miles distant. So intense is the feeling at Marshfield over the tragedy that a lynching was feared should the man be brought here.

At least two other suspects, both farmers, it is believed, will be in custody before morning. The lands of these farmers, as do Magnuson's, lie along the much-fought-over Mill Creek drainage canal.

Magnuson has been under surveillance for several days as a result of information from a score of sources of his bitter opposition to the construction of the canal which pierces his farm. Suspicion is said to have attached to him when a dredge on the canal was blown up several months ago.

The officers also heard of asserted threats made by Magnuson against the life of Chapman, who is chairman of the drainage commission.

GAS RATE RISE FAVORED

[EXCLUSIVE DISPATCH.]

INDIANAPOLIS, Dec. 31.—Recommendation that the gas rate for Indianapolis consumers should be $1.25 a thousand cubic feet was made by William P. Kappes, special master in chancery in Federal Court, in a report submitted to Judge A. B. Anderson. The report declares that the rate of $1.25 is necessary to yield a fair return on the property of the company and that the rate of 90 cents ordered by the Public Service Commission is confiscatory.

To My Friends and Patrons:

Here at the threshold of another New Year, I want to express my sincere thanks for your support and co-operation during 1922, and to voice the hope that I may merit your continued good will throughout 1923.

May good health be yours, and may the new year bring you the happiness you desire and the success you deserve.

Gene Murphy
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Turks Begin to Exchange Views With Americans

[BY CABLE—EXCLUSIVE DISPATCH.]

LAUSANNE, Dec. 31. — While Lord Curzon is leaving for Paris to consult Premier Bonar Law, the Turks are beginning to exchange views with the Americans endeavoring to arrange a solution of capitulations which will meet American approval at least, thus hoping to offset any possible strengthening of the Allies as a result of the Paris conference.

British circles say no reply will be given the Turks on Mosul. Lord Curzon already having said his last word on the subject, but this question and others are likely to be influenced greatly by the reparations discussion as European statesmen are not ignorant of logrolling tactics.

HEART DISEASE FATAL

[EXCLUSIVE DISPATCH.]

MINNEAPOLIS, Dec. 31.—E. W. Foster, 59 years of age, merchant at Winona, is dead of heart disease at his home.

CHILD KILLED AS CAR TURNS OVER

[EXCLUSIVE DISPATCH.]

RIVERSIDE, Dec. 31.—A car skidded and turned over today on the Box Spring grade, two miles east of here, mortally injuring Harold Factoroff, 4 years of age, son of Mr. and Mrs. Max Factoroff of Los Angeles, who were slightly hurt. The child was thrown out, his head striking the pavement. He died in Riverside Community Hospital.

SEARCH GETS HIM

By a "Times" Staff Correspondent

VENICE, Dec. 31.—E. R. Belford of Los Angeles was arrested today by Officer Search, charged with driving an automobile while intoxicated. He gave $200 bail. Frank West was another Angeleno to fall afoul of the police. Chief McCausland, in person, arrested him on a charge of selling hard cider. He gave $100 bail for a hearing January 2.

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PORK BARREL DAY IS OVER

Congressional Log Rollers Waste Cleverness

Budget System Clamps Down Appropriations Lid

Some Real Speed Also Seen in Work at Washington

BY ARTHUR GEARS HENNING
[EXCLUSIVE DISPATCH.]

WASHINGTON, Dec. 31.—Has the legislative "pork barrel" been relegated to the museum of antiquities, and "log-rolling" ceased to be the favorite indoor sport of Congress?

Well, it looks like it. Since the budget system became established the pork barrel has been missing and log-rolling has become so difficult as to be scarcely worth the effort.

In the palmy days of the pork barrel an appropriation bill was made up so as to allow every Senator and Congressman a public building, a river and harbor improvement, or some other government prerequisite. Now he gets no pork unless he gets it from the Budget Bureau and up to date that has meant no pork at all.

Time was when a Congressman could get this and that little appropriation for his district by voting for this and that little appropriation for the other fellow's district. That was log-rolling, and a highly developed and flourishing art it was. Now your Congressman doesn't get the appropriation unless he gets it in the budget before the budget goes to Congress, and he is mighty lucky if he gets it past the Budget Bureau.

WALLS GOING UP

The pork barrel and log-rolling brigades have found themselves up against a strong wall in efforts to get additional appropriations voted after the budget comes in. Whereat there has been much moaning of late about the halls of Congress.

Under the new budget system departments submit their estimates to the Director of the Budget, who scales them down. With the President approving the budget as it is transmitted to Congress, the department heads are obliged to be satisfied with the amounts recommended, and no longer appeal to the Congressional committees for further increases. While there is nothing in the law to prevent Congress from increasing budget estimates, the House Appropriations Committee has adopted a policy of regularly trimming the estimates and rarely increasing them.

Formerly the House usually increased the amount reported by the committee. Now such increases are extremely rare.

As a result of the establishment of the budget system and the elimination of pork-barrel practices and log-rolling appropriations, bills are being passed at a rate that amazes the cynical oldtimers. Never before has the passage of the supply bills been so advanced by New Year's Day as in this session. Although little more than three weeks have elapsed since the annual budget was transmitted officially by President Harding, both houses have passed and agreed to conference reports on three of the eleven regular bills. Three other bills have been reported from the House Appropriations Committee. Of these one has been passed by the House and is pending before the Senate. Another has been under discussion in the House and is about ready to pass. The other is awaiting an opportunity for consideration.

MORE SPEED EXPECTED

A seventh bill will be reported from the House committee this week and the other four will be reported the first two weeks of January. By January 15 it is expected that the House will have passed all of the eleven bills and completed its appropriation program with the exception of two deficiency bills which will be rushed through toward the end of the session.

The bills have gone through with such smoothness as to astonish veterans who have become accustomed to such an amount of log rolling as to keep both houses busy to the exclusion of other legislation from December until March in a short session, and from December until July in other years.

Even the Senate, which seldom hurries anything, has shot the appropriation bills through in such a manner as to break speed limits. In years past the House leaders regularly resolved at the beginning of the December session to turn over a new leaf and get the appropriations out of the way at reasonably early date. Whenever the House got a fairly good start the Senate upset the program by allowing the bills to remain in committee or on the Senate calendar.

This time the Senate passed the first three appropriation bills in a single week and in no case was more than a couple of hours required to do the job. It took the Senate Appropriations Committee less than twenty-four hours to report back the bills after receiving them from the House. The Senate passed one bill the same day it was received from the House. The other two were passed the day after being received.

Last year, the first of the operation of the budget system, the subcommittees of the House Appropriations Committee sought to reduce budget estimates in the case of several of the important bills by approximately 25 per cent. This year it has not been possible to make so large a cut, as the estimates were reduced considerably as a result of measures taken at the instance of President Harding to wipe out the threatened deficit.

SYSTEM SAVES CASH

Figures relative to the bills thus far reported from the House Committee on Appropriations give a line on the manner in which the system is operating. The six bills provide appropriations for the Treasury Department, the State and Justice departments, the Commerce and Labor departments, the Navy Department, the Agriculture Department and the Interior Department. The budget estimates for these departments totaled $836,623,693. Adding the totals for the first four bills as passed by the House, and the remaining two, those for the Department of Agriculture and the Interior Department, as reported from committee, the aggregate is $831,179,853, which shows a reduction of $5,443,839 below the budget estimates.

The Senate Appropriations Committee increased the totals carried by Treasury, State and Justice, Commerce and Labor and Navy bills by $2,705,396 over the amounts provided by the House. Some additional increases may be made when the Agriculture and Interior bills reach the Senate. By the time the six bills become law the greater part of the House reduction of more than $5,000,000 from the estimates may have been wiped out, but the final appropriations are expected to be somewhat below the estimates.

The House Appropriations Committee has increased a few items above the budget estimates, but the total carried in each of the six bills has been less than recommended by the budget. The committee cut estimates for the Treasury from $117,838,768 to 116,112,210; for the departments of State and Justice from $33,704,993 to $33,185,051; for the departments of Commerce and Labor from $25,919,091 to $25,807,101; for the Navy from $294,803,975 to $293,966,538; for the Department of Agriculture from $69,031,619 to $65,871,553, and for the Interior Department from $295,855,253 to $294,215,309.



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JOBLESS IN LONDON PUT UP BATTLE

Unemployed Stage March on Battersea Guardians and Raid Restaurant

[BY CABLE—EXCLUSIVE DISPATCH.]

LONDON, Dec. 31.—Locking up of the guardians in their own council chamber by unemployed marchers, an exciting police rescue after the battering in of doors, a raid on a restaurant to obtain food without payment, and ejection from the restaurant by police, were the chief incidents of demonstrations in London yesterday by unemployed contingents who still are insisting on seeing Premier Bonar Law. The men concerned were chiefly Scots, who marched to the Battersea Board of Guardians to demand food. The guardians refused, explaining that they were unable to feed the men as they were from the provinces. The men then locked up the guardians in the council chamber.

Frantic telephone calls brought a huge police force, who battered down the doors and flung the hunger marchers into the street.

The men then descended on a near-by restaurant and demanded refreshments, saying the bill would be paid by the Battersea Board of Guardians as they themselves did not intend to pay. This brought mounted and foot police in overwhelming numbers, who charged and beat down the hunger marchers, resulting in many injured heads and a half-dozen arrests. The men indicate that they will take reprisals later on.

The chief organizer, W. A. L. Hannington declared at a meeting in Trafalgar Square, which had been arranged to welcome a further contingent of Scottish unemployed numbering 350, "If these are the tactics to be employed, then don't let anybody be surprised if we retaliate." A heavy rain dampened the ardor of the men in Trafalgar Square and the meeting broke up.

LONG BEACH BIKERS MUST SPORT LIGHTS

By a "Times" Staff Correspondent

LONG BEACH, Dec. 31.—A campaign to enforce the city ordinance which requires bicycle riders to provide their bicycles with suitable lights is to be launched here tomorrow, it was announced by Chief of Police James S. Yancy. Orders will be issued to every member of the department to show no leniency to bicyclists who ignore the ordinance and ride at night without lights.

FIVE YEAR GUARANTEE ON FEDERAL Thermo Storage Automatic Water Heater Boilers. Pomeroy and Hamlin, 324 South Los Angeles street.

STAGE SET FOR ROSES JOLLITY

Tournament Events Ready for Opening

Parade Will Start Promptly at 10:45 A.M.

Masses of Flowers Used in Decorative Plan

All is set for the rose parade in Pasadena this morning. It will start from Colorado street and Orange Grove avenue at 10:45, disbanding at Tournament Park.

In the afternoon at 2:15 Penn State and the University of Southern California will meet in the annual East-West football classic at the Rose Bowl.

After a sleepless night and weeks of labor, officials of the Tournament of Roses Association and their 5000 assistants have organized perhaps the greatest floral pageant ever staged. In beauty and magnificence it is said to surpass all previous records.

ROSES PREDOMINATE

Over 1,000,000 freshly-cut flowers have been used to decorate the floats. Though roses will predominate, carnations, stocks, poinsettias, violets, lilies and greenery have been used extensively. Those who have seen the floats declare they are dazzling in their brilliant colorings and intricate designs. Many are said to be more beautiful than the prize-winners of last year.

Including fourteen bands, drill companies, saddle horses and novelties, the entries are expected to exceed the hundred mark. Many late entries this morning have made an accurate count impossible. Two thousand or more persons will ride in the parade, most of them girls. The latter were chosen largely for their decorative qualities. They are said to surpass even the floral entries in that respect.

TWO-MINUTE SERVICE

To handle the enormous crowds traveling from Los Angeles to the pagent, Pacific Electric cars will run at two-minute intervals after 6 a.m. from the Main street station. Beginning at 12:30 p.m. the cars will be routed from the same station direct to the stadium.

Routes to Pasadena for motorists are advised by the Auto Club of Southern California as follows: North on Broadway to Pasadena avenue, to Orange Grove avenue; north on Broadway to Pasadena avenue to Avenue 64, to the Church of the Angels, by the Annandale Country Club; north on Broadway to Pasadena avenue to Avenue 64, to the Church of the Angels, to Orange Grove avenue; north on South Figueroa street to Second street, to Glendale Boulevard to Glendale on Colorado avenue to Fair Oaks avenue in Pasadena.

RECORD CROWD

The largest crowd ever assembled in Pasadena is expected to witness the pageant. A conservative estimate is given as 300,000 persons. The leading hotels of the city are overflowing with tourists. Many of them made reservations weeks in advance. In addition to special officers enlisted on the Pasadena police force, 150 Los Angeles policemen will assist in handling traffic.

More than 50,000 persons are expected to attend the football game. It is announced that the box office in the Chamber of Commerce offices will close at 10 o'clock this morning, the remaining tickets to be sold at the stadium. Prospective seat-holders are advised to buy their tickets early.

After disbanding of the parade a municipal band concert will be given at Library Park at 2:30 o'clock. Restrooms for men and women may be found in the city parks, and first-aid stations have been erected at convenient locations.

ROUTE OF PARADE

The parade, as announced before, will follow an S-shaped route over the following streets: East on Colorado street to Fair Oaks avenue, south on Fair Oaks to Dayton street, east on Dayton to Raymond avenue, north on Raymond to Colorado, west on Colorado to Fair Oaks, north on Fair Oaks to Holly street, east on Holly to Raymond, south on Raymond to Colorado, east on Colorado to Hill avenue, south on Hill to California street.

Fifty-six solid silver trophies have been offered for the prize-winners, in addition to banners and cash prizes. They will be awarded in front of the Maryland Hotel. The prize-winning entries will be announced in the first edition of The Times this evening.

The parade, to be led by Grand Marshal Gianetti and his aides has been divided into six divisions. Each division will have its quota of bands and its particular class of entries. There are eighteen classes altogether. Prizes have been offered for each.

As customary, a Tournament of Roses ball will be given at the Maryland Hotel tonight. The Penn State and U.S.C. football players will be the guests of honor. The ball has been planned on an elaborate scale and will include many notables among its guests.

BANK CLEARINGS IN RIVERSIDE SOAR

[EXCLUSIVE DISPATCH.]

RIVERSIDE, Dec. 31. — Bank clearings in Riverside for 1922, like the building valuation, have attained an unprecedented record. Bank clearings for the past year reached a mark of $30,589,484, as compared with a total of $24,241,933.12 for 1921. This shows a gain of more than 25 per cent. The figures for December are believed to be the largest on record, clearings for that month totaling $3,084,177.44.

JAPANESE CABINET APPROVES RAIL PLAN

[BY CABLE AND ASSOCIATED PRESS.]

TOKIO, Dec. 31.—(Delayed.) The Cabinet has approved the plan of Mr. Ichiki, Minister of Finance, for the flotation of new railway loans amounting to 70,000,000 yen during the next fiscal year. The money is desired to finance the construction of a new line.

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BISHOP'S ROUGH DIP CHOCOLATES

NEW YEAR APPEARING PROSPEROUS

Huntington Beach Proud of Past and Confident for Future

[LOCAL CORRESPONDENCE.]

HUNTINGTON BEACH, Dec. 31.—With the Christmas holiday as history and the new year looking better than at any time in the history of the city the citizens of Huntington Beach in general are very optimistic. Nearly every business house in the city boasts of greater and better business the past year and especially the holiday trade.

The City Trustees are working on plans for a bond issue of $300,000 to build the connecting link of the great ocean highway through the city. The city buildings, which will cost $100,000 when completed and furnished, are now ready for roofing and will be finished in a few months. Houses have been built at the rate of one per day the past year and yet there is urgent need for 1000 more. A building campaign has been carried on the past four months which is showing great results.

The Chamber of Commerce had its annual election of officers the past week and elected fifteen new directors who will meet Tuesday at Huntington Inn and select the officers who shall serve them for the coming year. Frank Swartz, the present secretary of the chamber, will be retained.

Plans are about complete for the location of a glass factory here. Several other applications for land have been received by Mr. Swartz from people who wish to locate here and take advantage of the cheap fuel and gas for manufacturing purposes.

The beach has been improved the past year with sixty new concessions, the plunge has had four new boilers installed and a filtering plant, at a cost of over $10,000.

The oil field has made great strides last year. In January 1921, there were seventy-eight producing wells, making an average of 17,895 barrels of oil per day. On Dec. 20, 1922, there were 194 wells, producing 81,504 barrels per day, or 412 barrels per well, the total daily value being $69,499.

LONG BEACH PROMISED GAS SLASH

Cheaper Fuel in Prospect, According to Announcement of City Attorney

By a "Times" Staff Correspondent

LONG BEACH, Dec. 31.—Reductions in both domestic and industrial gas rates are in prospect here, it was announced by City Atty. Hoodenpyl, chairman of the City Council gas committee.

Assurance has been obtained from F. R. Bain, president of the Southern Counties Gas Company, that local rates will be slashed should it be proved that the rates in neighboring cities and towns are lower than those in effect here.

As it has been maintained that gas rates in Long Beach are far higher than in many other Southern California communities, this is taken to indicate that the company intends to put a reduced rate in effect.

Agitation for a lower price for gas has been in progress here for many months, resulting in the appointment of the special gas committee to work out a plan for taking over the gas plant by the city. It has been charged that the prevailing rates drive many concerns seeking headquarters here to other cities.

Mr. Bain will present a revised schedule of rates to the City Council this week by agreement with the gas committee.

RUSSIA ATTEMPTING TO BUILD UP ARMY

[BY CABLE—EXCLUSIVE DISPATCH.]

BERLIN, Dec. 31. — After the failure of the Moscow disarmament conference, Russia is endeavoring to increase the efficiency of the Red army. Knowing a big army without trained officers is worthless and since the officers mainly have come from the better classes which long ago emigrated from Russia the Bolshevists have now sent the well-known cavalry officer, Gen. Budenny, and Gatowski, formerly director of the Russian cavalry school in Petrograd, to Berlin to persuade ex-army officers among refugees to return to Russia and enter the Red army promising all facilities and a splendid career.

PARK PURCHASE PLANNED

[EXCLUSIVE DISPATCH.]

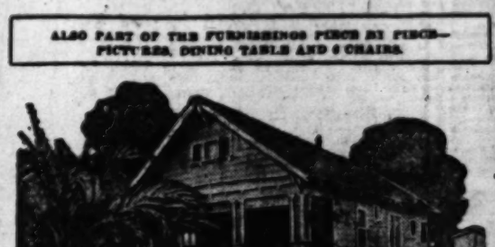
DETROIT, Dec. 31.—Gov. Grosbeck will support the purchase of Isle Royale by the State to be maintained as a State park. Isle Royale is forty-nine miles long and ten miles wide and is in Lake Superior. It is the last piece of virgin wilderness in the Middle West.

Auction Sales

To Be Conducted by Members of Los Angeles Auctioneers' Association. The Times is the Official Exclusive Newspaper Advertising Medium for the Association.

THIS SPLENDID PROPERTY
With Excellent Future—4116 WALL STREET
AT AUCTION
Thursday, Jan. 4th, 11 A.M.

ALSO PART OF THE FURNISHINGS PIECE BY PIECE—PICTURES, DINING TABLE AND 6 CHAIRS.



Lot 50x130. Garage. Dandy 6-room house, 2 bedrooms, bath, hardwood floors. Basement with furnace.

OPEN FOR INSPECTION WEDNESDAY, 1 TO 5 P.M.

Drive South on Main to Miles. East on Miles to Wall. Geo. Algo Maple Ave. car to Miles.

Beautiful Glendale Home and Furnishings
215 East Palmer, Glendale
AT AUCTION
Friday, Jan. 5th, 11 A.M.



Extra large lot, 68x191½ to alley.

Attractive 5-Room Bungalow, 2 Bedrooms, Bath, Sleeping Porch. FURNISHINGS TO BE SOLD PIECE BY PIECE

Domestic and rag rugs, library table, odd chairs and rockers, sanitary couch, gate-leg table, 6 chairs; 2 bedrooms complete, both Ivory finish; Gas Range, cooking utensils, dishes, etc.

OPEN FOR INSPECTION THURSDAY, 1 TO 5 P.M.

Drive out San Fernando Road to Broad Blvd.; north on Broad to Palmer; east on Palmer to 215. Take Glendale car, get off at Palmer—east to 215.

C. H. O'CONNOR & SON, Auctioneers
626 Pantages Bldg.—(Where 7th crosses Hill)
820451

C. H. O'CONNER AND SON
WISHES YOU
A HAPPY NEW YEAR

Perhaps the year just ended
Was very good to you,
But may this year be splendid—
A prosperous year all through.

Good Health and Prosperity Throughout 1923
Our New Year's Wish To Everybody
KEMP & BALL, Auctioneers.

See yesterday's or tomorrow's TIMES for detailed particulars of the

Gigantic $30,000 Brand New Furniture Auction
With Which We Begin the New Year at
941-943-945 South Broadway
10 a.m. Wed. & Thur., Jan. 3 & 4. 10 a.m.
Be Sure to Attend This Monster Sale.

BANDIT, SHOT, FALLS TO DEATH

PAL CAPTURED AFTER PAIR ROB AND BEAT WOMAN IN FLAT

[EXCLUSIVE DISPATCH.]

CHICAGO, Dec. 31. — Charles Smith started out early this morning to collect easy money for his New Year celebration. He was accompanied by Edward Bloomberg and they broke into the flat of Miss Libbie Martin, beat her severely and robbed her of $100 and jewelry.

Not satisfied with the amount they were administering a further beating when Martin Dwyer, occupant of the flat, awakened by the commotion, came out with a pistol and began shooting at the robbers. Smith retreated to a window which he broke and crawled out on a fire escape. Dwyer ordered the woman to drop to the floor out of range of the bullets, firing in all directions. Then he fired his last shot at Smith, who tumbled off the fire escape, three stories to the pavement, with three bullets in his body. He was dead when the police arrived.

Meanwhile Bloomberg, his pal, attempted to escape through an alley but was rounded up after the police had shot off his hat. He will eat his New Year feast in the County Jail while the New Year means nothing whatever to Smith, his pal.

A Voice in the Fog

By Harold McGrath

SYNOPSIS OF PREVIOUS INSTALLMENTS

Returning from the opera one night to a hasty London tea, Kitty Killigrew, daughter of David Killigrew, an American coffee king, overhears the plans of a man promising to keep a six months' lease of a certain house. Another one is the same line of trade, including Mr. and Mrs. Crawford, American friends of the Killigrews, is also visited by an unseen caller, who mutters an unintelligible reply from him. Crawford's valet, a servant under terms of the lease, the following morning. The stolen ruby is mysteriously returned. Crawford believes the bond had been stolen by Blaine, formerly a valet in his service, and had been released by the criminal detective. That night, guarding a certain young Englishman, Thomas Webb by name, forestalls the life of a fellow guest. Kitty, in the meantime, has received a cheerful note from Lord Monckton, in which he tells of his engagement to the same girl, and Crawford sends Kitty a letter from her mother, favorable to a charity organization and urging Thomas as secretary in the work. Several days after their arrival in New York Kitty and her mother go to the theater, where they meet Lord Monckton and Thomas. Detective Haggerty, who is looking for the Killigrew property thief, has a chance meeting with Crawford, whom he had known as Mason's employer.

"If it won't trouble you."

"Not at all. Pretty hot weather."

"For my business. With I could run off t' th' seashore like you folks. Heard o' th' Maharajah's emeralds?"

"Yes. You're on that case?"

"Trying t' get on it. Looks blank just now. Clever bit o' work; something new. But I've got news for you, though. Your man Mason is back here again. I thought I wouldn't say nothin' t' you till I put my hand on his shoulder."

"I'm sorry. I had hoped that the unfortunate devil would have had sense enough to remain abroad."

"Then you knew he was over there?"—quickly. "See him?"

"No. I shall never feel anything but sorry for him. You cannot live with a man as I did, for ten years, and not regret his misstep."

"Oh, I understand your side. But that man was a born crook, an' th' cleverest I ever run up against. For all you know, he may have been back of a lot of tricks Central never got hold of. I'll bet that each time you went over with him he took loot and disposed of it. I may be pig-headed sometimes, but I'm dead sure o' this. Wait some day an' see. Say, take a whiff o' this an' tell me what y' think it is." Haggerty produced the handkerchief.

"I don't smell anything," said Crawford.

Haggerty sniffed the handkerchief and sniffed, gently, then violently. All he could smell was reminiscent of washtubs. The mysterious odor was gone.

Thomas saw Killigrew at breakfast only. The merchant preferred his club in the absence of his family.

Early in the afternoon of the fourth day Thomas received a telephone call from Killigrew.

"Hello! That you—Webb?"

"Yes. Who is it?"

"Killigrew. Got anything to do tonight?"

"No, Mr. Killigrew."

"You know where my club is, don't you?"

"Yes."

"Well, be there at seven for dinner. Tell the butler and the housekeeper. Mr. Crawford has a box to the fight tonight and he thought perhaps you'd like to go with us."

"A boxing match?"

"Ten rounds, lightweights; and that boys, too. Both Irish."

"Really, I shall be glad to go."

"Webb?"

"Yes."

"Never use that word 'really' to me. It's un-Irish."

Thomas heard a chuckle before the receiver at the other end clicked on the hook. What a father this hearty, kindly, humorous Irishman would have made for a son!

In London Thomas's amusements had been divided into three classes. During the season he went to the opera twice, to the music halls once a month, to a boxing match whenever he could spare the shillings. He belonged to a workingmen's club not far from where he lived; an empty warehouse, converted into a hall, with a platform in the center, from which the fervid (and often misinformed) Socialists harangued; and in one corner was a fair gymnasium. Every fortnight, for the sum of a crown a head, three or four amateur bouts were arranged. Thomas rarely missed these exhibitions; he seriously considered it a part of his self-acquired education. What Englishman lives who does not? Brains and brawn make a man (or a country) invincible.

At 7 promptly Thomas called at the club and asked for Mr. Killigrew. He was shown into the grill, where he was pleasantly greeted by his host and Crawford and introduced to a young man about his own age, a Mr. Forbes. Thomas dressed in his new stag-coat, felt that he was getting along famously. He had some doubt in regard to his straw hat, however, till, after dinner, he saw that his companions wore wearing their Panamas.

Forbes, the artist, had reached that blase period when, only upon rare occasions, did he feel disposed to enlarge his acquaintance. But this fresh-skinned young Britisher went to his heart at once, a kindred soul, and he adopted him forthwith. He and Thomas paired off and talked "fight" all the way to the boxing club.

There was a great crowd pressing about the entrance. There were eddies of turbulent spirits. A crowd in America is unlike any other. It is full of meanness, rowdyism, petty malice. A big fellow, smelling of bad whisky, shouldered Killigrew aside, roughly. Killigrew's Irish blood flamed.

"Here! Book where you're going!" he cried.

The man reached back and jammed Killigrew's hat down over his eyes. Killigrew stumbled and fell, and Crawford and Forbes surged to his rescue from the trampling feet. Thomas, however, caught the ruffian's right wrist, jammed it scientifically against the man's chest, took him by the throat and bore him back, savagely and relentlessly. The crowd, packed as it was, gave ground. With an oath the man struck. Thomas struck back accurately. Instantly the circle widened. A fight outside was always more interesting than one inside the ropes. A blow ripped open Thomas's shirt. It became a slambang affair. Thomas knocked his man down just as a burly policeman arrived. Naturally, he caught hold of Thomas and called for assistance. The wrong man first is the invariable rule of the New York police.

"Milligan!" shouted Killigrew, as he sighted one of the club's promoters.

Milligan recognized his millionaire patron and pushed to his side.

After due explanations, Thomas was liberated and the real culprit was forced swearing through the press toward the patrol-wagon, always near on such nights. Eventually the four gained Crawford's box. Aside from a cut lip and a torn shirt, Thomas was uninjured. If his fairy godmother had prearranged this fisticuff, she could not have done anything better so far as Killigrew was concerned.

"Thomas," he said, as the main bout was staged, the chairs and waterpails and paraphernalia changed to fresh corners, "I'll remember that turn. If you're not Irish, it's no fault of yours. I wish you knew something about coffee."

"I enjoy drinking it," Thomas replied, smiling humorously.

Ever after the merchant-prince treated Thomas like a son; the kind of a boy he had always wanted and could not have. And only once again did he doubt; and he longed to throttle the man who brought into light what appeared to be the most damnable evidence of Thomas's perfidy.

LORD MONCKTON AND A KISS

A marble balcony, overlooking the sea, which shimmered under the light of the summer moon. Lord Henry Monckton and Kitty leaned over the baluster and silently watched the rush of the rollers landward and the slink of them back to the sea.

For three days Kitty had wondered whether she liked or disliked Lord Monckton. The fact that he was the man who had bumped into Thomas that night at the theater may have had something to do with her doddering. He might at least have helped Thomas in recovering his hat. Dark, full-bearded, slender, with hands like a woman's, quiet of manner yet affable, he was the most picturesque person at the cottage. But there was always something smoldering in those sleepy eyes of his that suggested to Kitty a mockery.

The music in the ballroom stopped.

(Continued in Tomorrow's Times.)

[Copyright, 1922, the Bell Syndicate, Inc.]

SAVED THE KITTEN

President Roosevelt writes Ethel an interesting account of a "rescue." Sloan the secret service man and he were en route to church when he saw two dogs chasing a kitten. He drove the dogs off with his cane while Sloan captured the "kitty." Then the President inquired from the smiling spectators if the cat belong to them, but not finding an owner, he went down the block with the kitten in his arms until he saw "a very nice colored woman with a little girl looking out the window of a small house" and gave her the kitten. Then, straightening his clothes and brushing his silk hat, he went on to church in a better frame to "worship." — [From "Roosevelt's Religion," by C. F. Reisner.

Diet and Health

By Lulu Hunt Peters, M.D.

Author of "Diet and Health, with Key to the Calories"

THE NEW YEAR

Happy New Year, dear fellow-men! Have you made your resolutions for the new years yet? Of course you have. You probably made them yesterday. Did you write them down? If you did not, do so. It helps.

Ain't it a grand and glorious feelin', the new year resolution feelin', the new year resolution receiving? The person who does not get a glow with the inspiration of the new year I count as ready to be planted, so his mortal body can be resolved to its native elements. Then he can be reabsorbed from the soil and blossom forth in flower or fruit and in this way serve.

Today we all turn over a new leaf in the book of our lives. It is a beautiful and appropriate symbolism, the comparing of our lives to a book. You remember it is taken from the Book of Revelations in the Bible. "And I saw the dead, the great and the small, standing before the throne; and books were opened: and another book was opened, which is the book of life: and the dead were judged out of the things which were written in the books, according to their works."

The last year did you make so many blots, so many mistakes on the page, that you fear they will show through the new page of this year? So did we all! So did we all! If you felt that you were the only one who had made mistakes and had gotten in wrong, you might feel justified in a great deal of self-pity and rebellion. But when you realize that you are not the only one that fate hands out a good share of buffeting to everyone for mistakes they have made, then you can be more philosophical about it.

So let's put these mistakes behind us. Turn the page just the same. If the blots do show through a bit they will only serve to remind us not to make the same mistakes again. Soon they will fade. Day by day they will get fainter and fainter. Perhaps we will make fresh blots. Not perhaps — surely we will, for are we not human and far from perfect? But we will learn from these also.

We know we are all striving to do our share in adding to the beauty and the value of our lives. In this way we are adding to the beauty and the value of other lives and we shall have the approbation of our fellow-men. Did you know that wanting the approval of other humans was an instinct? Yes, just as truly an instinct as the instinct of self or race preservation, and it should be encouraged.

Now you will say, isn't Dr. Lulu browsing around in pastures outside of her own in her sermonizing today? No, my friends, not at all. Anything I can say to add to your inner harmony by helping you to have a healthy mental attitude toward your mistakes, adds to your mental health, as well as to your physical health. Isn't it so?

Let us go back to our resolutions. How many of you are going to reform? How many of you are going to join our jolly class who have already re-formed. You can help yourselves to better health and therefore make yourself better able for service in no surer way than re-forming if you need it. Send for our instructions if you have missed them. We will help you!

Happy New Year!

(Tomorrow—Absent Treatment)

(Copyright, 1923, George Matthew Adams.)

Annual JANUARY CLEARANCE

at the Los Angeles Furniture Co.

10% to 50% off

On Home Furnishings of the Finer Sort

Once a year this great Clearance opens wide the door to finer homes at little cost. Here is home-merchandise from the shops of world premier makers—Karpen, Widdicomb, Grand Rapids, Phoenix, Roper Eclipse, Bigelow Wilton, etc., etc., cut 10%, 20%, 30% and up to ½ off.

EVERY DEPARTMENT in this great home-store enters with vim into this annual Clearance. Lovely suites and separate pieces alike are cut far below value to make room for new shipments.

No advertisement can give you an inkling of what awaits you on these seven floors. Come while assortments are widest.

LIVING-ROOM FURNITURE



The luxurious overstuffed group shown here is covered with rich genuine mohair in walnut shade with undertone of rose. It is but one of scores of beautiful living-room groups and separate pieces in the great January Clearance. Seldom has so lovely a group been marked to its Clearance price of $485

3-piece overstuffed luxury-suite in taupe, mulberry or blue velours cut to $167.50

Others for even less in the January Clearance.

Dozens and dozens of davenports, chairs and rockers, in overstuffed, cane and many other styles. Clearance-priced to amaze and delight you.

Dining-Room Furniture

Eight, nine and ten-piece dining-room sets in Italian, Queen Anne, Louis XVI and other popular styles from America's foremost makers deeply cut in price for quick clearance.

Single tables with chairs to match are also repriced for this great annual event.

Odd buffets, serving tables, etc., from sets cut particularly low.

Here are but a few examples of the super-values in the sale:

TEN-PIECE LOUIS XVI dining-room group in rich dull mahogany. 54-inch round table, 60-inch buffet and large china cabinet; leather slip-seated chairs. Under-marked to $395

TEN-PIECE ITALIAN PERIOD group for the dining-room in lovely two-tone walnut, including newest enclosed type china cabinet, 66-inch buffet and 45x60-inch table with 8-foot extension. Chairs upholstered in tapestry. A masterpiece. Priced for quick selling at $663

SOLID MAHOGANY group in the Italian Period that words cannot describe. Reduced to $1132

QUEEN ANNE TABLE in full mahogany veneer. 54x45 size. Special at $45

Dozens of other suites and single pieces remarked.

Bedroom Furniture

This is your opportunity to purchase bedroom furniture of sterling character at the price of the ordinary.

Descriptions cannot do justice to these lovely suites and single pieces—you must see them. Those listed below are merely indicative of the superb values offered.

QUEEN ANNE 4-PIECE bedroom group in full American walnut or mahogany veneer. Triple-mirror dressing table with drop center, 48-inch dresser with 26x34 plate glass mirror, chiffonette, and beautiful bow-end bed $183.25

Chairs, rockers and benches to match this suite at clearance prices.

SEVEN-PIECE CHIPPENDALE GROUP in rich mahogany or French walnut. Lovely beyond description—formerly priced nearly double. Now $490

Lamps, Cedar Chests, etc.

Lovely floor and table lamps and shades, cedar chests, console and davenport tables, baby carriages, etc., etc., are featured at never-to-be-forgotten prices.

Breakfast-Room Sets

Breakfast-room furniture, including reed and hand-decorated sets remarked at astonishing clearance prices. 24 different sets to select from.

See Our Special Gas Range Offering in Today's Papers

Half a Century of Service

Established 1870 — Los Angeles Furniture Co. — Complete Home Furnishers

Hill St. at 720 and 722

Liberal Credit Extended

RUGS Reduced

9x12 SEAMLESS Wilton Velvets *Reduced to* $59.75

They usually sell for VERY MUCH MORE, for they're made of fine worsted yarns in patterns copied from rich Oriental designs in rose, blue, taupe and tan. 8¼x10½ foot sizes to match the 9x12's. DON'T MISS THIS!

PLAIN RUGS IN TAUPE, three shades from which to choose, at this same price. About 12 in this lot, so come early! Slightly imperfect.

Axminsters $55

Seamless 9x12 and 8¼x10½ Alexander Smith Axminster rugs of best quality, some are slightly imperfect, reduced about 20% for this unmatched event.

Royal Wiltons $69.75

Just a few of these in the 9x12 size. Oriental patterns in beautiful colorings. Every one is perfect. Greatly reduced.

Odd Rugs Repriced

2—9x12 rag rugs, pink or gray, reduced to, each $10

1—6x9 blue rag rug, reduced to $10

3—4½x7½ rag rugs, cut to ..$3 5

2—8x10 Klearflax to sell for..$25

1—3x6 Klearflax, reduced to ..$3 4

6—3x6 Scotch wool, extra special at $3 4

Remnants of carpets up to 14 yds. in length—at, yard $2.75

DRAPERIES

50-IN. COLORED DRAPERIES in figured madras and plain colors. More than cut in half, to sell for, yd. $1

CRETONNES, about 15 pieces, in light and dark colors, excellent qualities but reduced to only, yd....65c

YARD-WIDE WHITE SCRIMS with colored borders. Unheard of values at yd.....10c

Bedding

FULL-SIZE COMFORTS made in our own workshop. Durable covers filled with pure Imperial Valley cotton. But little above half-price at each. $4.95

FULL BED-SIZE, WOOL-MIXED BLANKETS in pink, blue, gray and tan plaids. They would be good values at much more than this clearance marking of.....$3.75

TABLE-RUNNERS, Couch-covers, dresser-scarfs and cretonne bed-sets at—

½ Price

Would You Like a Paying Business?

Every day in the week investors come into possession of valuable businesses through watching TIMES Want Ads. Changing circumstances are forever forcing people to sell. Read today's Business Chances.

Would You Like a Paying Business?

Every day in the week investors come into possession of valuable businesses through watching TIMES Want Ads. Changing circumstances are forever forcing people to sell. Read today's Business Chances.

WARRANT IS ISSUED FOR POLICEMAN

Action Averts Quarrel of Officials Over Arrest of Fresno Man at Border

[EXCLUSIVE DISPATCH.]

CALEXICO, Dec. 31.—An open quarrel between Chief of Police Hardwick and the District Attorney of Imperial county was precipitated today when the Chief obtained a warrant for the arrest of D. P. Bates, a Fresno police officer, on a charge of abetting the escape of a criminal. Bates was arrested here on this charge recently, and when the case was thrown out by Dep. Dist.-Atty. Erzinger after an investigation Bates went on to Fresno with his prisoner, Daniel Polin, alias Polinsky, a former San Luis Obispo jeweler.

Chief Hardwick was not notified and declared he was not satisfied with the action. He declared he would make another test before the new District Attorney takes office January 8. Dist.-Atty. Simon says he approved his deputy's action and Hardwick was not notified.

Polin fled to Mexico, leaving a wife and children in San Luis Obispo, with a Fresno girl he married and with most of the stock of his store, it is asserted. He was caught on the border and held on charges of bigamy and embezzlement. Bates started for Fresno with him, but got off at Banning and returned to Mexicali to get, he says, an automobile Polin is supposed to have stolen.

The Mexicali police seized both Polin and Bates and forced them across the border, where Calexico police arrested them, despite Bates's assertion he had instructions from Fresno to bring back the automobile as well as Polin.

Chief Hardwick said he would send an officer to Fresno at once to arrest Bates and bring him here for a hearing.

Mme. Calve in Los Angeles to Give Concerts

Madam Emma Calve, French soprano, whose voice has thrilled lovers of opera in every corner of the globe, is visiting in Los Angeles, awaiting the opening date of a series of four concerts, the first of which will take place at Long Beach Thursday. During her two weeks' visit here she is the guest of Mr. and Mrs. Lucien Brunswig, 3528 West Adams street.

On the 6th and 9th inst. she will appear in concert at the Philharmonic auditorium and on the 12th inst. she will sing at the University of Southern California.

Madam Calve has just completed an eastern tour of forty concerts marked by a continuous ovation in every city in which she appeared. Her first concert in California was at Oakland Friday. After her stay here she will visit San Francisco and Seattle.

"My Life," the title of a book just published by Madam Calve, has met with unusual success in the past four months during which more than 100,000 copies have been sold.

DOCTOR, CAUSE OF UNREST, REMOVED

TULARE COUNTY BOARD OF SUPERVISORS VACATE OFFICE

[LOCAL CORRESPONDENCE.]

VISALIA, Dec. 31.—The office of Tulare county plant pathologist has been declared vacant by the county Board of supervisors, effective Jan. 1, 1923. This action removes from office Dr. P. A. Benoquet, who has been plant pathologist for three years.

It was announced that this action was not taken primarily to remove an official not qualified to handle the position, but chiefly because Dr. Benoquet has been the center of a storm of cross currents almost since he came here. The board recognized earnest efforts of Dr. Benoquet but declared so many protests had been received that it was thought best for the county interest to declare the office vacant.

COMPTON CHAMBER RECRUITS MEMBERS

[LOCAL CORRESPONDENCE.]

COMPTON, Dec. 31.—Charles P. Boyer, organization service secretary of the Los Angeles Chamber of Commerce, will conduct a three-day membership campaign at Compton during the week. W. E. Mellinger, secretary of the local organization, has been preparing the field for a whirlwind finish. With those members who have reenlisted for the current year, and nearly 100 new members recruited, it is expected to reach the goal of 500 active members. A women's department will be added, at full membership, and it is hoped that at least 200 women will be enrolled, these to form a women's auxiliary to the chamber, to take over the welfare work of the community.

SANTA ANA SHOWS RAPID ADVANCEMENT

[LOCAL CORRESPONDENCE.]

SANTA ANA, Dec. 31.—Santa Ana has grown so rapidly the last few months and so many new subdivisions have been opened up it has become necessary to spend $250,000 for extension of city water mains and improved fire protection, it developed today, following a conference of city officials.

The need is imperative, the officials say, and they contemplate calling a bond election for this purpose early in the new year. This, it is said, probably would make four municipal elections early in 1923. One January 9 for the election of a board of freeholders to frame a city charter, another election for approval of the charter, the water bond election and the selection of city officers in April.

CHECK UP ON POLICE

[EXCLUSIVE DISPATCH.]

MILWAUKEE, Dec. 31.—Burlington's night policemen will have to stay close to the job hereafter. A system of recording clocks is being installed so that patrolmen will have to make calls to boxes at certain intervals.

FARMERS IN FIGHT OVER DIRTY ROBE

One Man Shot, Another Beaten and an Automobile Riddled With Buckshot

[EXCLUSIVE DISPATCH.]

FRESNO, Dec. 31.—Because G. B. and B. G. Mahary, farmers living near here, could not agree with William Holcolmb, rancher, as to who soiled a laprobe, B. G. Mahary has a bullet hole in a shoulder, G. B. Mahary, his son, has two black eyes and Holcomb's automobile is full of buckshot holes.

The Maharys, who had been some time in the Imperial Valley, yesterday returned to their ranch, on which Holcomb is living. Their car broke down at Fowler and they telephoned Holcomb to tow them home. On the road Holcomb's laprobe became soiled. He said the older Mahary would have to pay for it.

Later he appeared at the Mahary home, and asked for an apology on the score of the soiled robe.

The version of the ensuing events, as given the officers by the Maharys, is that Holcomb pummeled the younger Mahary without waiting for the apology, that the elder Mahary appeared to intervene and was shot by Holcomb with an automatic pistol. Mahary senior cut loose with a shotgun and wrecked the windshield of the Holcomb car as its owner fled.

Post Office Is to be Built in Santa Monica

By a "Times" Staff Correspondent

SANTA MONICA, Dec. 31.—It was learned today that Santa Monica is to have a new postoffice.

Officials from the Postoffice Department have been in the city for some time looking for a suitable site on which to erect the building. A number of locations are under consideration, but no definite site has been selected.

HUGE REVENUE MADE FROM CHILI PEPPERS

GARDEN GROVE BUILDING IN KEEPING WITH MAIN INDUSTRY OF DISTRICT

[LOCAL CORRESPONDENCE.]

GARDEN GROVE, Dec. 31.—A large shipment of chili peppers went from this market to Eastern points Saturday. Garden Grove claims the largest chili pepper industry in the world. The revenue derived from this commodity and its byproducts last season was $1,000,000. It is estimated that the present season will exceed these figures.

Building operations are in keeping with the industry. The new Union High School, of three units, will be finished early in the new year. This with equipment will cost $195,000. The bonds voted last week for a new grammar school were $95,000.

Garden Grove has the largest Methodist Episcopal Church in Orange county. This covers a floor space of 88 by 140 feet and will seat 700. The cost of this edifice was $80,000. The Woman's Club will have a handsome new clubhouse early in the new year.

CHAMBER OFFICIAL WEATHER MERCHANT

LONG BEACH MAN TO "SELL" OUTDOORS TO NEW INDUSTRIES

By a "Times" Staff Correspondent

LONG BEACH, Dec. 31.—"Selling the weather" is the unusual task George A. Brown, manager of the industrial bureau of the Long Beach Chamber of Commerce, has set for himself. Selling climate to tourists long has been regarded facetiously back East as a recognized occupation in California, but selling the weather to prospective industries will be more productive of results, chamber officials expect.

A presentation of scientific data regarding local weather conditions is being worked out, to be used in connection with other facts regarding the advantages of Long Beach as an industrial center. Temperature, precipitation, prevailing winds and hours of sunshine are factors.

RADIO SET STOLEN

Mobbe Thief Will Chortle When Crime is Broadcast

[EXCLUSIVE DISPATCH.]

PORTERVILLE, Dec. 31.—A radio set, valued at between $80 and $100, was taken from the automobile of Frank Rounsaville while he ate dinner before going to install the instrument in the home of a customer. Perhaps the thief will listen-in and laugh in his sleeve while word of his deed is broadcast.

INSANITY CHARGED

Ontario Man Said to Have Threatened Life of Banker

[LOCAL CORRESPONDENCE.]

ONTARIO, Dec. 31. — Said to have threatened the life of George A. McCrea, prominent Ontario bank president, William S. Nicholson of 318 East G street, was arrested today on an insanity complaint sworn to by Dr. S. P. S. Edwards, city health officer.

Nicholson went to the bank of which Mr. McCrea is head and sought to draw out cash deposited in the names of his children and when denied the privilege became so boisterous that it was necessary to call an officer to eject him. After the ban' episode Nicholson presented himself to Chief of Police W. O. Hardy with the demand that he be given a place on the police force. He is said previously to have been an inmate of Patton Home.

NEW LAW IS NEEDED TO BUILD HOME

Orange County Wishes Building for Delinquent Children at Santa Ana

[LOCAL CORRESPONDENCE.]

SANTA ANA, Dec. 31.—Construction of a new Orange county parental home for delinquent children will be abandoned and a different type of home, with school facilities for the children will take its place, under tentative plans prepared by county and school authorities. An amendment to the State laws will have to be passed authorizing boards of supervisors to provide school facilities in the detention home.

At the present time the detention home is used only temporarily and then the delinquent child discharged or sent to some State institution. Under the new plan, an education would be given at the detention home and this would enable the court it is believed, to keep a close watch on the various children and discharge those who reformed. It would also result in removing some unruly children to this home from the public schools, it is believed.

Jetty to Run Into Sea, Plan of Beach City

By a "Times" Staff Correspondent

VENICE, Dec. 31.—Plans for the construction of a jetty to extend 320 feet into the ocean from the shore line of the south beach have been prepared by City Engineer Griffin, according to an announcement made today.

The jetty will be instrumental in protecting a major portion of the south-beach line practically to Del Rey, Mr. Griffin said.

The building of the structure will be rushed. The City Clerk now is asking for bids, which must be received at the City Hall before January 15.

USED-CAR DEALER ACCUSED OF ARSON

GRAND JURY AT VISALIA RETURNS INDICTMENTS AGAINST SUSPECT

[EXCLUSIVE DISPATCH.]

VISALIA, Dec. 31.—Clyde A. Lovett, former used-car dealer of Tulare, whose plage was burned several months ago, following the fire in the F. Allen Abbott used-car garage across the street, will be returned to Visalia from San Francisco to face two grand jury indictments charging him with arson.

Lovett is asserted to have obtained sales contracts on second-hand automobiles for a face value in excess of the real value of the cars, then had the cars insured at the high value and to have burned them.

ARCADIA EXPANDS

Business Section Has Shown Rapid Growth Recently

[LOCAL CORRESPONDENCE.]

ARCADIA, Dec. 31.—Expansion of Arcadia's business section is seen in the rapid building along First avenue, Huntington Drive, Santa Anita avenue and adjacent streets. The unprecedented demand for realty has continued right through the holidays. Local realtors report that many a choice residence and business frontage has doubled in value during the past six months. With the proposed street widening an accomplished fact it is believed Arcadia will start upon an unusual era of growth.

WILL BOOST TRADE

Long Beach Business Men Organize Hundred Per Cent Club

By a "Times" Staff Correspondent

LONG BEACH, Dec. 31.—Carl Slatts, prominent local clothier, has been elected president of the newly organized One Hundred Per Cent Club, this city's newest business and luncheon organization.

The purposes of the club, as outlined by Dr. Edward F. Bailey, one of the directors, are the obtaining and exchange of profitable business information, the creation, encouragement and development of cooperative business efficiency, the promotion of the community as a foreign and domestic trade center and the encouragement and development of the social sciences.

CITY PLANS EYE CLINIC

Long Beach Optometrists Propose Treatment for Children

By a "Times" Staff Correspondent

LONG BEACH, Dec. 31.—Long Beach will have a free optometric clinic for school children if plans of the Long Beach Optometrists' Association can be worked out, it is announced by Dr. Kenneth Jaques. The matter will be taken up with the Board of Education and the City Council.

MONROVIA MAY GET NEW BANKING-HOUSE

[LOCAL CORRESPONDENCE.]

MONROVIA, Dec. 31.—The possibility of a new banking-house is seen in the purchase by A. I. Meilenthin and Arthur F. Graf, officers of the National Bank of Monrovia and of the Granite Savings Bank of this city, of ninety-seven feet of frontage on Myrtle avenue just below the Leven Oaks Hotel. All Monrovia's banks are now at the corner of Myrtle and Orange streets. The purchasers refused to comment upon their buy, however, other than to declare it was for investment.

POST THEFT CHARGED

Charles Holmes was arraigned Saturday before Commissioner Long on the charge of robbing the postoffice at Las Animas, Santa Barbara county, of parcel post packages containing a bath robe, postal cards, etc. His bond was fixed at $5000.

COLONY HAS CHRISTMAS WEEK LONG

Local Russians Wind Up Holiday With Celebration at Settlement House

A holiday week for the benefit of the Los Angeles Russian colony on the East Side closed Saturday night with a street party at the Marvimon House settlement, 154 North Clarence street, attended by hordes of children and a crowd of social service officials, librarians, literary folk and others interested in the work of the settlement.

Christmas for Little Russia began several days before the arrival of Christmas Day, with the arrival of boxes and baskets of food for distribution. On Christmas Day the children were taken in motor trucks to the American Legion and other free celebrations, and during the week various activities were held at Marvimon House, winding up with the neighborhood party.

It took two hours to fill the children with ice-cream cones and cookies and to supply them with candy, nuts, fruits and toys, which they received by forming lines and passing the settlement-house windows. There was a tree and music in the street for them and they sang Christmas carols.

After the children were taken care of the elders were gathered inside for refreshments, which included many typically Russian dishes—vegetable and fish pies, sweet egg bread and native cakes and pastries contributed by the women of the neighborhood.

Marvimon House is now in its sixth year of work.

OPTOMETRY JURY IN DISAGREEMENT

FAILS TO MAKE VERDICT IN CASE AGAINST SELMA PHYSICIAN

[EXCLUSIVE DISPATCH.]

TULARE, Dec. 31.—Trial of Dr. C. W. Chester of Selma charged with practicing optometry without a license from the State board resulted in disagreement of the jury.

By his own statements in court here, Chester has been arrested twenty-six times since 1903 for practicing without a license. He was defended by Harry McClure of Visalia. Russell and Reid of Tulare represented the prosecution.

MONROVIAN PROMOTED

Internal Revenue Worker Now Chief Field Deputy

[LOCAL CORRESPONDENCE.]

MONROVIA, Dec. 31.—An exceedingly pleasing New Year's gift was received this week by A. G. Wessling, prominent Monrovian, in the form of a promotion by Internal Revenue Collector Rex B. Goodcell to the post of chief field deputy.

Mr. Wessling has been in the internal revenue office for the last eight months and the present promotion places him at the head of a score of deputies and in charge of the field work of Los Angeles, Orange and Kern counties.

ORANGE PACKING IS STARTED IN MONROVIA

[LOCAL CORRESPONDENCE.]

MONROVIA, Dec. 31.—Packing was begun this week at both houses of the Duarte-Monrovia Citrus Fruit Exchange, two cars being sent out the first day. It is estimated by Randall T. Chew, manager of the exchange, that about 200 cars will be shipped this season.

A prosperous year for orange growers is anticipated, the navel oranges of the district running to good sizes, though the crop is fairly light. The coming Valencia crop is estimated to be much heavier.

AGED MAN DIES IN TENT NEAR VISALIA

[EXCLUSIVE DISPATCH.]

VISALIA, Dec. 31.—A savings bank-book cover from a Stockton institution with the name, Dan Ransburger, on it, is the only clew to the identity of an aged man found dead in his tent on the outskirts of Visalia Wednesday. Neighbors of the vicinity had given garden work to the man since his arrival here several days ago.

MURAL PAINTER IS LEAVING MONROVIA

[LOCAL CORRESPONDENCE.]

MONROVIA, Dec. 31.—F. Melville Dumond, internationally famous painter and one of the artists of the mural paintings of the San Francisco exposition, is planning to leave Monrovia next summer and reorganize his trans-Atlantic school of arts and languages. He will be accompanied by his daughter, Miss Camille Dumond. Their picturesque country home at the edge of Monrovia, King Cole's Castle, will be closed for the season or sold.

ONE HELD IN AZUSA ON LIQUOR CHARGE

[LOCAL CORRESPONDENCE.]

AZUSA, Dec. 31.—J. W. Wilson, San Bernardino grocer and confectioner yesterday contributed $250 to the city treasury and will add a similar amount within thirty days. Wilson was arrested and upon pleading guilty to two bootlegging charges was fined $500 by Judge Durrell.

Charley Morin of San Fernando was sent to jail to await trial after he had pleaded not guilty to the charge of selling liquor. He was unable to produce bail of $500.

FRESNO HEALTH GOOD

[EXCLUSIVE DISPATCH.]

FRESNO, Dec. 31.—Health conditions throughout Fresno county in 1922 were the best in years, according to a statement made by County Health Officer G. I. Long. The record would have been flawless, he said, were it not for a semi-epidemic of a combination of scarlet fever and diphtheria, which has been felt in many sections of California.

NOTICIAS MUNDIALES DE ULTIMA HORA

En obsequio a nuestros numerosos amigos de habla española, y para beneficio de los lectores americanos del Times que estudien esa lengua, publicamos diariamente esta columna en castellano, con un extracto de las más importantes noticias de última hora.

Un conocimiento práctico del español es de grandísima utilidad en este país, especialmente en el suroeste; como lo demuestra el hecho de que en Los Angeles solamente hay más de 15,000 personas que estudian ese idioma con profesores oficiales o particulares. Para esos estudiantes será un buen ejercicio leer todos los días esta sección, donde encontrarán las palabras y frases más usuales del lenguaje español.

NOTAS TELEGRAFICAS

Noticias de Washington

WASHINGTON, dbre. 31.—La Comisión Investigadora Unida de la Cruz Roja Internacional, y la Unión Internacional para Auxiliar a los Niños han informado acerca de la miseria en muchas ciudades y pueblos de Anatolia, y acerca de otros atentados cometidos por el ejército griego en su retirada.

El Ministro de Hacienda Mellon ha recomendado la aprobación del proyecto de ley Capper sobre créditos rurales, y la prórroga hasta Marzo 31 de la corporación de finanzas de la guerra. Su actitud ha exacerbado la oposición al proyecto de ley Lenroot.

La salutación del Ministro Mellon, con motivo del nuevo año, es un alegato en favor de mayores economías en los gastos del gobierno, y mayores ahorros por parte del pueblo.

El Ministro Hoover ha hecho un resumen de la situación económica del mundo, y de la perspectiva para el futuro.

Sir Basil Thompson, de Scotland Yard, ha recomendado, como el mejor medio para combatir los males del revólver, que se establezcan en este país penas tan severas como en Inglaterra por la portación de armas, y que se castigue el crimen con más prontitud.

El Consejo de Navegación de los Estados Unidos informa sobre el crecimiento del tráfico de cabotaje y del uso del canal de Panamá.

Alemania Tiene Esperanzas de que se Acepte su Plan de Reparaciones

BERLIN, dbre. 31.—Alemania cree ahora que, o bien su nuevo plan de reparaciones será aceptado por los Primeros Ministros Aliados en su reunión del martes en París, o, por lo menos, proporcionará una base para la discusión.

El gobierno que se mostró pesimista cuando el plan fue anunciado, está ahora inclinándose a la opinión de que no puede ser bruscamente desechado por los franceses, y de que muchas partes de él coinciden con el programa que Bonar Law trae consigo para ser presentado en la conferencia.

Los Fascistas de México van a Comenzar su Campaña

JALAPA (México) dbre. 31.—En esta bella población montañesa, donde fioté la bandera americana en la guerra de 1846-48, pues en ella se estableció la capital provisional de las huestes invasoras de los Estados Unidos, se cree recientemente se instalará el cuartel general del movimiento fascista, que, de Italia, se ha extendido a este país. No lejos de aquí se halla el puerto de Veracruz, donde el Comunismo ha sentado sus reales desde hace muchos meses. Para reprimir las actividades del llamado elemento soviet entre las clases trabajadoras, es para lo que ha adoptado los principios fascistas un grupo de pensadores moderados de hombres que no se han identificado hasta aquí con ninguna de las sucesivas facciones políticas. El Sr. Sainz de Sicilia, electo hace poco presidente de la nueva organización, nos asegura que ya tiene ésta mas de 100,000 miembros, y que, a la vuelta de seis meses, contará con mas de 1,000,000 de activos colaboradores.

El Sr. Roberto Muelbona, uno de los promotores del movimiento, declara que el propósito de la agrupación es remediar, en forma pacífica, los males que amenazan a los intereses de negocios y políticos de México con el crecimiento desarrollo y las prácticas atentatorias de los comunistas.

De fuente autorizada sabemos que el Presidente Obregón simpatiza con las miras de los fascistas, en la forma que éstas han sido anunciadas por los organizadores.

NOTAS LOCALES

Una Señora Golpeada. Detienen al Marido

Los vecinos de Whitley Terrace, uno de los barrios mas elegantes de Hollywood, fueron despertados ayer, según dice la policía, por los gritos de la Sra. Frances McCaskill, quien, casi desnuda, recibia los golpes que su marido le daba con un palo de golf. Agrega la policía que la Sra. McCaskill huyó hacia el pórtico de las casas que lleva el numero 6613, en la citada Terraza, sin más que sutiles ropas menores encima, y allí fue encontrada por el sargento Stevens y el gendarme de patrulla Uhlick, de la policía de Hollywood, quienes le apreciaron contusiones en todo el cuerpo, y sospechan se halle gravemente lesionada. Arrestaron al marido Bruce McCaskill, que es arquitecto, según se dice, acusándole de asalto con arma mortífera, por más que la señora declara que no hizo uso sino de sus puños. La herida fue llevada al Community Hospital de Hollywood.

Bienvenida al Jefe de la Legión

Los representantes de todos los puestos de la Legion Americana en Los Angeles se congregaron anoche en la estación del Pacífico del Sur para dar la bienvenida a Alvin M. Owsley, Comandante Nacional de la Legión que llegó a esta ciudad a las 7:50 p.m. A su llegada, fue conducido el Sr. Owsley a sus departamentos del Hotel Alexandria. En la mañana de hoy dará una vuelta por la ciudad en automóvil, no sin hacer una visita al estudio Pickford-Fairbanks, donde el Jefe será paseado y atendido por Douglas Fairbanks y Mary Pickford. El más importante suceso del día será la recepción que la legión ofrecerá a su jefe en el estadio de Hollywood, y que comenzará a las 8:30 p.m. La solemnidad será libre para el público.

Huelga de Estrellas por Retardo en la Paga

Pasará a la historia del cinematógrafo en los Estados Unidos la huelga que declararon como unas doce estrellas de la pantalla cuyos nombres son conocidos internacionalmente. Ocurrió la semana pasada en el barrio de los estudios, y tuvo por origen que no habian recibido sus cheques de pago de sueldos. Parece ser que éstos se retardaron dos días porque el cajero no había podido recabar una firma indispensable y la huelga solo duró siete horas. Por último, pudieron ser firmados los cheques, distribuidos y cobrados. Reanudóse inmediatamente la representación.

Un Callejon sin Salida Detiene la Fuga de Dos Reos

Un callejón sin salida, por el cual trataban de escapar, facilitó la aprehensión de Paul Rivera, de 18 años, y de Arcadio Reo, de igual edad, por el conductor de una ambulancia de policía, y por una enfermera, que los persiguieron dieciocho cuadras. Los jóvenes, que no podian detener el auto en que iban, que se cree fuera robado, lo estrellaron contra el muro que cierra el callejón. El conductor de dicho auto saltó y se escapó por sobre un cerco.

DEPORTES

Balompié

Las poderosas máquinas futbolísticas que representan al Estado de Penn y a la Universidad de Sudcalifornia, se enfrentarán hoy en la tasa de las Rosas, y somenzarán una lucha en la que los troyanos tienen el deber de ganar para convencer a los aficionados del este de que el calibre del futbol que aquí se juega es igual al del oeste central y del lejano este. El oeste central ha tenido dos reveses en los juegos interregionales ya jugados, y si los leones de Bezdek resultaran victoriosos hoy, será un hecho que los campeones de la conferencia de la costa del Pacífico serán invitados para encontrarse el próximo ano con el invasor del este, y ganar algunos de los laureles perdidos en esta temporada.

Automanos

Gar Wood patroneó su Miss America ayer en la mañana en las regatas del puerto exterior de Los Angeles, y ganó una fácil victoria. El triunfo de esta embarcación en su tercera victoria consecutiva en los tres días de carrera. Su velocidad en el tercer tramo de 40 millas por hora. El tiempo total de las noventa y nueve millas fue de 1:49:28 3-5. La Miss Detroit, otra embarcación de Wood, terminó en segundo lugar, con el barco Mistery, de Garbut, muy cerca de ella, en tercer lugar. Hurricane II, campeón de la costa del Pacífico, vino en cuarto lugar, muy atrás. En último termino, navegaba Lucky Strike, pertenecients a Al Frank.

Soccer

El equipo puramente británico de soccer derrotó al puramente americano ayer en el parque Washington, por anotación de 5 a 0.

Carreras de Caballos

Marion Fator, que cabalgando sobre Joe Blair, ganó la última carrera del programa de ayer en el hipódromo de Tijuana, conquistó a la vez el campeonato del Jockey Americano, en 1922, derrotando a "Chick" Lang, jinete de Nueva Orleans, por una victoria. Fator sacó ganadores a tres en el programa de hoy de Tijuana. Su total en este año fue de 187 ganadores contra los 186 de Lang. Los dos muchachos iban muy parejos desde hace varias semanas.

MAY PUT EMBARGO ON MEXICAN TOMATOES

[EXCLUSIVE DISPATCH.]

NOGALES (Ariz.) Dec. 30. — Grave apprehension is felt on the West Coast over the threat of an American embargo against Mexican tomatoes, due to the possible presence in Sinaloa of the Mediterranean fly.

Declarations are made that a tariff war and other retaliatory Mexican measures will be put into effect if the tomatoes are stopped at the border. The American market has been furnishing the main support of the Sinaloa growers.

BEACH MAYOR NAMED AS DIRECTOR OF BANK

By a "Times" Staff Correspondent

LONG BEACH, Dec. 31.—Mayor C. A. Buffum has been elected a director of the Long Beach National Bank, to succeed George L. Craig, who recently disposed of his interests in the local financial institution and resigned from the directorate.

Announcement of Mayor Buffum's election to the board of directors was made yesterday by Leo M. Mekker, president of the bank.

MONROVIA CHAMBER SEEKS FACTORY SITE

[LOCAL CORRESPONDENCE.]

MONROVIA, Dec. 31.—If the Monrovia Chamber of Commerce can find a suitable location to be bought for $10,000, this city will have a well-established manufacturing enterprise here within thirty days, Secretary Frank J. Wilfer of the chamber declared today. The building demanded must have 10,000 square feet of floor space.

BEGIN DRILLING TEST WELL IN PLACENTIA

[LOCAL CORRESPONDENCE.]

PLACENTA, Dec. 31.—Drilling was begun on a test well in the city limits of Placenta this week. This well is within half a mile of proved territory and only one mile from the famous Chapman well.

Placentia is in the heart of the richest Valencia orange district in California. Its 1500 inhabitants feel that with the proximity of the Placentia-Richmond oil district this well should be a success. The oil and orange industries have an assessed valuation for grammar school use of $21,700,000.

CHARGED WITH THEFT

[LOCAL CORRESPONDENCE.]

POMONA, Dec. 30.—Charged with stealing an automobile belonging to his brother, Russell Spafford was arrested here today. Young Spafford was held in jail at San Bernardino recently on a similar charge but was released for lack of evidence.

Safe-Cracker Gets Little in Three Attempts

[EXCLUSIVE DISPATCH.]

FRESNO, Dec. 31.—Two pennies and a box containing papers were the reward of three safe-cracking attempts being investigated by the police today and ascribed to a single amateur.

The burglaries reported late Friday night and yesterday, represented many hours of toil. The thief used a crowbar to open the safe at the California Glass and Paint Company plant on Santa Fe avenue. Inside he found only two pennies, which he threw on the floor.

When he entered the plant of the Fresno Fuel Company, the burglar attempted to work his way through a brick wall surrounding the vault. He took out a brick or two. Then he broke through the locks at the front of the vault and gave the job up without having reached the strong box containing a large sum of money.

Breaking through a window at the Burnett Iron Works, the thief opened the vault and took a small box containing papers of value to the company.

JAPANESE TO STAY

Leader Says Farmers in Santa Barbara Will Not Leave

[EXCLUSIVE DISPATCH.]

SANTA BARBARA, Dec. 31.—Japanese farmers in Santa Barbara county to not propose to forsake their lands for Mexico, according to Sam Asakura, president of the Japanese Association here, commenting on dispatches from the south to the effect that a general exodus from the State is being arranged.

"Our members find Santa Barbara county soil rich, the returns from farming good, the climate beneficial and we will not leave as long as our white neighbors are friendly. There are some 150 Japanese farmers in the county and all have been harvesting large crops this year, along with their white neighbors."

PLAN YACHT RACES TO HONOLULU AND BACK

[EXCLUSIVE DISPATCH.]

SANTA BARBARA, Dec. 31.—A yacht race from these waters to Honolulu and return, with elaborate festivities at both places will be a summer feature in yachting circles if plans being formulated by the Santa Barbara Yacht Club and the Hawaiian Yacht Club of Honolulu work out.

Commodore C. W. McFarlane of the Honolulu club is in communication with the Santa Barbara club in connection with these plans.

"We had such trans-Pacific races at intervals from 1906 to 1912, but impending war clouds discontinued them," writes McFarlane. The Santa Barbara club, which can muster some of the finest yachts on the Coast, is taking the project up with the Southern and Northern California yacht clubs.

OWSLEY WILL SPEAK

[EXCLUSIVE DISPATCH.]

FRESNO, Dec. 31.—Alvin C. Owsley, national commander of the American Legion, is expected to arrive here by automobile from Bakersfield about 11:30 a.m. tomorrow. A reception committee composed of commanders and adjutants of valley posts will meet him and he will be escorted at once to the American Legion Hall, where he is to make a short public address. Legion leaders of several counties and many invited guests are to lunch with the commander following his talk.

AZUSA PURCHASES GIANT FIRE ENGINE

[LOCAL CORRESPONDENCE.]

AZUSA, Dec. 31.—The city of Azusa this week signed a contract for a modern fire engine and equipment to cost $10,500. The engine is of the same design as is in use in Long Beach and Los Angeles and is much more powerful than any other motor equipment now in use in the San Gabriel Valley.

CLERK MAKES CATCH

By a "Times" Staff Correspondent

VENICE, Dec. 31.—George Nettleton, Deputy City Clerk, got back into police work today long enough to cause the apprehension of Dan Marks, burglary suspect. Nettleton was on his way home in his car and stopped to talk with Detective Sergt. Watson, who told him of a burglary he was investigating. Further on Nettleton saw Marks, his arms full of clothing and a suitcase. The City Clerk drove around the block and picked up Watson, and the two then drove back and arrested Marks. The police say the clothing and suitcase were stolen.

WOLF HARVEST BEGINS

[EXCLUSIVE DISPATCH.]

MILWAUKEE, Dec. 31. — The winter harvest of wolves has begun. Bounties on three of them were paid at Wausau in one day. The bounty is $30, but after Jan. 1, 1923, it will be $20.

American Ship Is Seized Off Ireland's Coast

[BY CABLE AND ASSOCIATED PRESS.]

QUEENSTOWN, Ireland, Dec. 31.—The British torpedo boat destroyer Venomous, on Friday arrested close to Castletown Bere, Ireland, an American steamship which was supposed to be trying to land a cargo of arms and ammunition.

When the ammunition vessel was within three miles of Castletown Bere, its captain was called upon to halt and the commander of the destroyer immediately boarded the steamer, accompanied by one of his officers and a party of marines and conveyed her to port by order of the Free State government.

CHAMBERLAIN'S COLIC AND DIARRHOEA REMEDY
FOR THE RELIEF OF Pain in the Stomach and Bowels, Intestinal Cramp COLIC, DIARRHOEA
- SOLD EVERYWHERE -

PRE-INVENTORY SALE!
The first week in the New Year is generally devoted to taking inventory of the stock on hand. Prior to our checking up our stock, we want to reduce it, and will ask you to help us by making the prices so attractive as to make it worth your while to do so.
Imagine buying good standard make sewing machines at prices from $12.50 upwards

Every machine guaranteed perfect. We rent, repair and carry parts for all makes.
THE SEWING MACHINE EMPORIUM
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We Specialize in Bridge Work
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SNANUZA
What Girl's Name Do These Letters Spell?


New Stomachs For Old
Eat What You Like and Be Happy
E. CHAMBERLAIN New Location
Barrington, 45th Year, 838 West 10th St.

Why Not Solve the MILK SUPPLY for 1923 Today
—By resolving that you will not drink or allow your children to drink any milk that is not guaranteed pure.
Arden Certified Milk has had this guarantee from the Milk Commission of the Los Angeles County Medical Association for over sixteen years. It's a particular milk for particular people.
Costs a little more than the common kind, so does all first quality articles.
—Distributed from the 100 wagons of Crescent Creamery Co.
Arden Certified Dairy
Main 1444.
Pasadena Trade Furnished by Crown City Dairy Co.



Commercial Guide to Great Southwest

Manufacturing - Wholesale - Financial - Specialties







ABSTRACT, TITLE COMPANIES

AWNINGS—TENTS—CANVAS

BANKS & TRUST COMPANIES

CHIROPRACTORS

ENGRAVERS—PHOTOGRAPH

INCENSE AND PERFUMES

NURSERIES

REAL ESTATE—EXCHANGES

TOYS, NOVELTIES, MFRS., WHLS.

ALHAMBRA
Members of Alhambra Realty Board.

REAL ESTATE—BUSINESS PROP.

REAL ESTATE—RANCHES

REAL ESTATE—SUBDIVIDERS

REAL ESTATE—GENERAL

REAL ESTATE—ORANGE GROVES

PASADENA

ART GOODS, ANTIQUES, ETC.

BUILDERS AND DESIGNERS.

BUSINESS COLLEGES

CHIROPRACTIC COLLEGE

FLORISTS

NURSERIES, RARE PLANTS

REAL ESTATE—GENERAL

REAL ESTATE—RESIDENCES

SILVER AND NICKELPLATE PLANTS

TAILORS

LONG BEACH

REAL ESTATE EXCHANGES

REAL ESTATE—GENERAL

SANTA MONICA

REAL ESTATE—GENERAL

SAWTELLE

REAL ESTATE—GENERAL

ALHAMBRA
Members of Alhambra Realty Board.

GLENDALE

AUTOMOBILE AGENCIES

REAL ESTATE, LOANS, INS.

REAL ESTATE—GENERAL

INFORMATION COUPON

The Times Information Department (Los Angeles) will furnish names and addresses of reliable firms in any line of business you are seeking that are not listed on this page.

Please send names of reliable firms in the following lines of business.

Line 1 .....

Line 2 .....

Your Name .....

Your Address .....

PLANS MOVE TO BAR TURK EXPANSION

Balkan Alliance Renewal on Territorial Basis is Latest Proposal

[BY CABLE—EXCLUSIVE DISPATCH.]
[Copyright, 1923, Public Ledger.]

VIENNA, Dec. 31.—The most dramatic move against Turkish expansion in the Balkans is Sir Basil Zaharoff's scheme to encourage a renewal of the 1912 Balkan alliance on a territorial basis of the status quo persuading Rumania, Jugo-Slavia and Bulgaria to cooperate through generous loans.

A consortium of rich Greeks, headed by M. Zaharoff, has made such a proposition to Bulgaria, promising her an outlet over the Aegean Railroad to Dedeagatch. After hinting that in case of an alliance, the Greeks, Rumanians and Jugo-Slavs would permit re-establishment of the Bulgarian frontier army, reduced to almost nothing by the Treaty of Neuilly.

Bulgaria, however, regards the Zaharoff move with distrust.

The plan has been received kindly by the Jugo-Slavs and Rumanians, the Jugo-Slavs agreeing not to annex Solonika in case the alliance is made.

Zaharoff's plan demands a consortium for a period of thirty years, whose object is to maintain a balance of power in the Balkans and guarantees free navigation through the Dardanelles. Balkan diplomats believe this means the re-establishment of M. Venizelos as President of a Greek republic and its sponsors claim the co-operation of Great Britain.

MANY ON "SUCKER LIST"

[EXCLUSIVE DISPATCH.]

ST. LOUIS, Dec. 31. — Approximately 6000 St. Louisans were on the "sucker list" of the "blind pool promotion," says postoffice inspectors investigating the operations of Austin Howard Montgomery, who disappeared from New York last September, after the crash of five "blind pool" companies that resulted in the loss of more than $9,000,000 to investors.

TO STOP A COLD IN ONE DAY
Take Laxative BROMO QUININE tablets. The box bears the signature of E. W. Grove. 30c. (Adv.)

JAPAN'S PRINCE IS FOR POSTAL PACT

HIRO HITO GIVES SANCTION TO SINO-JAPANESE AGREEMENT

[BY CABLE AND ASSOCIATED PRESS.]

TOKIO, Dec. 31.—Prince Regent Hiro Hito today sanctioned the Sino-Japanese postal agreement.

The dispute between the Cabinet and the privy council regarding the method of dealing with the postal agreement has been compromised, it is understood, and the Cabinet has promised to submit all future agreements to the privy council previous to signing them.

The fight between the Cabinet and the council over the postal agreement resulted in the privy council passing a resolution condemning the Kato government's policy in its dealing with China. This action was unprecedented in the history of Japanese politics. It finally was decided to carry out the Sino-Japanese postal agreement in the spirit of the Washington conference.

Dry Agents in California Have Had Good Year

[BY A. P. NIGHT WIRE.]

SAN FRANCISCO, Dec. 31. — Prohibition agents arrested 5689 persons in California during 1922 for various violations of the Volstead Act, according to the annual report of S. F. Rutter, prohibition director, made public here today.

The report states that 373 automobiles, 572 stills, 222,152 gallons of wine, 315 gallons of cider, 142,152 gallons of mash and 40,476 gallons of spirits were seized during the year. Property taken by the Federal prohibition agents is valued at $120,962 and taxes or penalties assessed for selling unstamped liquor totals $595,005.

KILLED IN TRAFFIC

[EXCLUSIVE DISPATCH.]

AKRON, Dec. 31.—Automobiles, street cars and trains have killed twenty-three persons and injured nearly 1000 more in Akron this month, police records show.

VISALIA MAN KILLED IN SAN FRANCISCO

RELATIVES SEEK TO LEARN DETAILS OF MURDER; PLANNED TO VISIT HOME

[EXCLUSIVE DISPATCH.]

VISALIA, Dec. 31.—Relatives of David Wood, 25 years of age, son of Mr. and Mrs. M. C. Wood of this city, have been trying to learn facts of his murder in San Francisco last Sunday, first information of which was received yesterday in a telegram from the Coroner. Romie Wood, a cousin, has gone north for the body and to learn details. Young Wood, who had been in the employ of the Standard Oil Company at Richmond since his discharge from the Navy, in which he served during the World War, had planned to spend New Year's Day with his parents and had wired them to that effect.

POSTMASTER DIES

[EXCLUSIVE DISPATCH.]

ST. PAUL, Dec. 31.—M. J. Casey, 44 years of age, postmaster of Jordan, Minn., for the last nine years, is dead at his home after a short illness.

Rat Poison for Baking Powder Kills Children

[EXCLUSIVE DISPATCH.]

MESICK (Mich.) Dec. 31.—After the death of two children, physicians are fighting to save the life of one other child and the mother, Mrs. Fred Mohler, all of whom were poisoned by biscuits. By mistake the mother used rat poison instead of baking powder, the entire family, with the exception of the father, who was ill, partaking of them.

The mistake was discovered when one of the children became violently ill. Mohler dispatched a 10-year-old girl for help, but she collapsed on the way and soon died.

A second child, Abey, 14 years of age, expired, despite the efforts of the physicians to save him. The condition of the mother and remaining child is critical.

UNDERTAKER DIES

[EXCLUSIVE DISPATCH.]

OMAHA, Dec. 31.—H. E. Burkett, 73 years of age, undertaker here since 1884, is dead of apoplexy.

GRIEF CAUSES DEATH, PHYSICIAN REPORTS

[EXCLUSIVE DISPATCH.]

CHICAGO, Dec. 31.—Preliminary examination of the body of Mrs. Maude Fuller Dellus, daughter of former Chief Justice Melville W. Fuller of the United States Supreme Court, who was found dead in her flat yesterday, indicates she died of heart disease and not poison.

Physicians say she literally grieved herself to death. Her body was found in the same room where her husband committed suicide eighteen years ago, and she had been dead about three weeks.

It was made known today that she was a half sister of Mrs. Hugh Wallace, wife of the former Ambassador to France. It is believed she left an estate approximating $250,000. She had lived in solitude since the death of her husband.

ART OFFER MADE

[EXCLUSIVE DISPATCH.]

DES MOINES, Dec. 31.—C. A. Picks, leading Davenport attorney and financier, has offered to give his large collection of paintings to the city on condition the municipality erects a suitable building for the preservation and display.

American Ship With Arms for Ireland Caught

[BY CABLE—EXCLUSIVE DISPATCH.]

LONDON, Dec. 31.—It is reported here that the British destroyer Venomous has captured and is holding an unnamed American ship containing a cargo of arms and ammunition off the Irish Coast near Castle Townbere. The destroyer patrol was aware that the ship was on its way from America to Ireland. The ship was sighted early yesterday morning, making for the Irish Coast within three miles of the point at which she was intercepted and boarded by the Venomous. It is stated that a large quantity of guns and ammunition was found aboard.

REGISTERED IN PARIS

[BY CABLE—EXCLUSIVE DISPATCH.]

PARIS, Dec. 31.—Hotel registrations during the week of the 24th inst. included Mrs. James Adams, Mrs. Hugh L. MacNeil, Mrs. James B. Porter, Jack Roberts, Miss Anne McNab of Los Angeles.

CLASSIFIED RATES
(Effective October 1, 1922.)

Minimum space 4 lines. Minimum charge when M ads are run less.

1 week 4 line each daily insertion. 10c daily and 25c Sunday or 5 to 9 consecutive insertions.
10c daily and 25c Sunday or 7 to 12 consecutive insertions.
15c daily and 35c Sunday or 10 consecutive insertions.
For all classifications except those listed below.

Strictly "Situations Wanted" advertisements, 3 line daily and Sunday; additional lines charge 25c; 10c a line 2 to 6 consecutive times, 7 to 12 a line or more times. (Advertisements for the publications "Chamberlain's Painting," "Paperhanging," "Housekeepers and Gentlemen" and "Roofing" will be classed as nothing Wanted ads and will be charged for at the general classified rates of 25c a line daily and Sunday, with reducing for consecutive insertions as quoted above.)

Rates, 25c a line daily and 35c a line Sunday for advertisements under the heading of "Business Meetings," "Personals," "Lost and Found," "Work and Boards," "Street Improvement Bonds," "Money to Loan"—(except on Real Estate.) "Proposals," "Contractors' Notices" and "Auctions" and "Baths and Massage." Minimum charge 50c daily and 75c Sunday, 20c daily and 25c Sunday, 1 to 10 consecutive insertions; 10c daily and 15c Sunday, 50 consecutive insertions.

Employment Agencies, Matrimonial Matter, Advertising not under Head or Separate Display, 25c a line daily, 35c a line Sunday; 20c daily, 30c Sunday, 8 to 20 consecutive times; 15c daily, 25c Sunday, 30 consecutive insertions.

All classified advertising from foreign territory (excepting outside of Southern California), 20c a line daily, 25c a line Sunday; minimum charge 50c daily, 75c Sunday.

Advertisers should retain receipts given by The Times for purposes of proof of ads, as no mistakes can be rectified without them.

The Times reserves rejection accuracy or acceptance for publication of any kind appearing in telephone advertisements.

Advertisements ordered for insertion in the daily or Sunday Times cannot be discontinued before the time contracted for, or the last insertion in the Sunday Times if not discontinued after 12 m. (noon) Saturday.

Rates for display advertising will be furnished upon request.

The Times will not be responsible for more than one incorrect insertion of any advertisement ordered for more than one time.

The inadvertent omission or incorrect publication of advertising will be rectified only by cancellation of the charge made for the service rendered.

FRIDAY, 5 P.M. is closing hour for the issue of the Sunday Times.

LOST, FOUND, STRAYED—And Stolen.

BRACELET LOST—DIAMOND AND SAPPHIRE PLATINUM AND FLEXIBLE; WAS LOST SATURDAY EVENING ABOUT 8:30, SOMEWHERE NEAR MORGAN'S, BETWEEN 8TH AND BROADWAY, FINDER PLEASE RETURN SAME TO L. G. PEAGANS; CARE TIMES OFFICE; WILL BE GLAD TO PAY FOR IDENTIFICATION AND REWARD.

BAG LOST—Ladies leather, beaded, with purse and mirror; lost Saturday night, 12th and Hill; $5 and $1 bill in. Main 8000, Ext. 74. Finder keep money, return bag to 1127 W. 12TH ST. Reward. Phone 24-J. 327 West Rio st.

BROOCH LOST—About one week ago, gold, black, pearl setting. Reward. PHONE 10-J, Long Beach.

CAR—Lost—Small brown Fordson; lights; left rear wheel. Reward. 1702 Wilcox ave.

CARD LOST—Monthly Exhibit Pass to STUDIOS, 9:00 to 1:30. Phone 58-1020.

CURRENCY and any glasses in brown case lost between Maple return. 1418 W. 37TH ST. Phone 41-J.

CURRENCY found; owner identify, address and pay for this notice. TIMES BRANCH.

DOG lost Glendale, weighing about 50 pounds. Answers to name Wooly. A very large, gentle Scotch collie. Finder will be given $5 reward on leave. Also 2 Airedale bitch, weighing about 35 pounds, answers to name of Tippy, black and tan, about nearly 2 years old. Very liberal reward for same, or any information leading to their whereabouts. Communicate with CHARLES FLEEMAN, 908 W. College st., Independence, Mo.

LIBERAL REWARD FOR RETURN OF PEARL PIN, consisting of LARGE PEAR-SHAPED PEARL SET ON GOLD PIN LOST IN PASADENA ON DEC. 28. FINDER NOTIFY TUPLIS & HARDING, 215 S. SPRING. STUDY BLDG. OR PHONE 24050.

LOST—Between Hollywood and Los Angeles, Saturday afternoon, Dec. 30, 1922, a gold wrist watch, with initials "M. E. S." on back. Finder please return to 1000 Alexandria Hotel. Reward.

PIN lost, bar, crescent shape, valued as keepsake. Reward. WEST 32.

PUPPY LOST—Male wire-haired fox terrier, white with black and tan mark. Reward. 6716 Selma ave. GRANITE 1-1-1.

PUP LOST—Bristle English bull, from 837 MAPLE AVE. Liberal reward.

SUITCASE, black leather taken from automobile downtown. Initials "J. L." Combined black velvet dress. Reward for return, no questions asked. 557-290.

SUIT CASE—Black leather, lost between Fullerton and Los Angeles. Liberal reward. THOS. W. SCOTT, Fullerton Telephone, Fullerton, Cal.

SUIT CASE—Will lady who got gentleman's suit case in error on Los Angeles train Friday morning, call room 1309, HOTEL ALEXANDRIA. Have your suit case.

SUIT CASE—Lost, Sat., from automobile on Hill, 9th, with Stanford label and letters S. P. F. Fraser PHONE 565qy. Reward.

VANITY CASE—Small gold, initials on back, D. E. H. Reward. Call HOLLY 1592.

WATCH lost, lady's, gold. Reward if returned to 3206 W. COLD ST. Ph. 20974-J.

$50 REWARD

for information leading to the recovery of Boss Fireman, runaway. Blue area, brown and white markings, height 15 hands, weight 1400 pounds, right hind fetlock, crooked from old break, upper lip obliterated by scar. Is purebred. Age near 15, weight 1400, height 15 h., 1922 by Cornell Boss by Ballot. Apt to be found in hillroad sheep or garages. Wanted at once, to account of mother's condition. Bud, if this reaches you, write to your mother and you will not be prosecuted. Communicate with CHARLES FLEEMAN, 908 W. College st., Independence, Mo.

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$1000.00—GIVE THOUSAND DOLLARS REWARD—AND NO QUESTIONS ASKED

Found, combining clarity and supremacy way lost from office of California Cloth-ing Co., 139 South Main st

WANTED—HELP—Female

Miscellaneous.

WANTED—THE PACIFIC AUDIT & STY. CO., 702 Story Bldg. (Agency.)

ART & Handicraft.

STENO. (city), meet public.....$125
LEGAL STENO. (SKILL).....$150
STENO., some salary expected.....$100
STENO., File Cl., good sys.....$110
STENO., banking exp.....$100
STENO., for light bkkpg., Wilm.....$100
STENO.-SEC., good future.....$90
STENO., meet public.....meals $90
STENO., clerical, ask phone.....$80
STENO., light bkkpg. avail city.....$75
STENO., Burr. mach., qualif. exp.....$75
STENO., short hours, beach.....$75
LEGAL STENO., meet public.....$70
FEE OFF. EMPLOY.....

LEARN. If you want to be independent for life, learn a trade, earn money while learning. The MOLER SCHOOL QUALIFIES UNDERSTAND PRODUCTION OF THIS CLASS OF GOODS. REFERENCES REQUIRED. THEODORE ROTHIN, 250 S. HILL, 4TH FLOOR. EXPRESS BG.

PHOTOGRAPHER experienced in all branches of commercial work, state experience. Splendid opportunity for right party. Address K, box 582, TIMES OFFICE.

WANTED—Apprentice in dress factory. Learn buttonhole and hemstitching machine. 824 Phillips Bldg. 224 S. Spring.

WANTED—Experienced markers and sorters for laundry work. Address O, box 138, TIMES OFFICE.

FLAT-WORK Ironer. Must be experienced girl. Call Tuesday a.m., 1380 W. WASHINGTON.

WANTED — EXPERIENCED MILLINERY TRIMMERS AND COTTONS. APPLY LUDE HAT WORKS, 542 S. BROWY.

APPRENTICE girl for power machine for frame making. LOS ANGELES HAT CO., 721 E. 8th.

WOMEN to work on pillow tops to take home. 820 W. 8TH.

CHOCOLATE dipping (night dip) or one for irregulars. MARY LLOYD, Holly 2438.

GIRL thoroughly experienced in candling fur-fillet; state salary. 4414 S. GRAND.

CHOCOLATE dipper. THE POP CANDY SHOP, 228 E. Florist, Huntington Park.

GIRL wanted for general housework. 1360 W. WASHINGTON.

Household and Domestic.

WANTED—White girl, between ages of 20 and 40, for washing, downstairs work and waiting table (last); must be experienced; wages $45; references required. Apply 9 to 11 a.m. Mrs. H. W. HELLMAN, 1000 S. Hobart blvd.

FORELADY FOREMAN FOR FACTORY MANUFACTORY CUTTING AND WORK CLOTHING AND KNICKERS. MUST BE CAPABLE AND EXPERIENCED AND THOROUGHLY UNDERSTAND PRODUCTION OF THIS CLASS OF GOODS. REFERENCES REQUIRED. THEODORE ROTHIN, 250 S. HILL, 4TH FLOOR. EXPRESS BG.

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IF YOU WANT
A good job—quick, see me. Can place 25 top-notch salary. Also few experienced inspectors. Call Northland. Call PERRY, 62377 Sun. and Mon., 1 to 4.

I BRIGHT, neat lady can secure steady employment for part or full time; must be neatly refined in appearance; only 25 to 40 years of age; no experience necessary. Call for MRS. HINDS at Suite 220 Story Bldg.

I LOOK for from the East, with references; must be willing; ironing and housecleaning; 1 to 12, 2 days week, $6 and car fare. 1115 MAPLE AVE.

WHITE woman for plain cooking and general housework; salary $50. References required. Apply 224 S. OXFORD. Ph. 60445.

GIRLS getting in one of our departments; 1 to wide-awake young ladies. This work will be for last 2 months. Money will be paid. Call 120 CHANSE BLDG. 8th and Spring.

REGISTERED nurses to circulate pictures; 4 cents per min. Can make $5 or more per day. Call Monday and Monday, room 707 Bldg., 3rd and Spring.

STENOGRAPHY, book-keeping, secretarial course. Day and evening classes. Individual instruction. Enter any time. Call or write for catalog. EFFICIENCY BUSINESS COLLEGE, 53 Bdwy., Douglas Bldg., Office 404.

A lady will call and secure attractive position. Congenial work and remuneration. Call 10 to 12 and 2 to 4 only. Room 1, Commercial Bldg., 7TH and HILL.

If you are talented and willing to work for responsible place in film, now is your opportunity. Call STANTON, 1 to 2 p.m., Room 9, 12 Bank Bldg.

GIRLS! Learn telegraphing, address, bar for Western Union. Course 4 mos. Call or write 1000 Lissner Bldg.

WANTED—Lady for light work evenings; also, room, board and time for study. Housekeeping course 4-6 DOUGLAS Bldg.

EXPERIENCED DRY GOODS SALES LADIES FOR DEARY'S $12.50 WEEK. Call 10 to 11. OLIVE ST. ROOM 916 (AGCY.)

WILLING lady and young miss to assist in office work; permanent; $15 and $20 week. 648-649 MARSH Bldg. 6th and Hope.

LADY to assist in business college office, half day; permanent; book-keeping desired. Address 664 DOUGLAS Bldg.

WILL forward $5 to help do general housework; only one in family; good chance for right girl. 1011 S. WESTLAKE.

WANTED—Competent, reliable woman, cook and housework. Adults. 826 HOOVER. Phone 21467. Tuesday morning only.

WANTED—First-class colored woman cook and waitress. Apply 611 WINDSOR BLVD. Phone 481462.

WHITE second maid, young; 2 in family; WE buy dinner; go home nights; references. 50-9841.

MOTHER'S care for child in my country home with mother; good wages. Address P. box 165, TIMES OFFICE.

EXPERIENCED nurse for care of 2 children, 4 and 2 years. References. 774 Lucas Ave. Holly 2438.

WANTED—Girl for cooking and housework; 2 in family; $60 per mo. 1830 VIRGINIA ROAD. Take Washington st. car.

GENERAL housemaid in family of 3 adults and child; good room, bed in room; permanent; $60; good wages. Phone WIL. 6109.

WANTED—Lady to take charge of small apartment house; must be experienced; wages $60 and home. Address M, box 1, TIMES OFFICE.

WOMAN to work in home for 2 adults; $60 per month. 1457 FAIRMONT AVE. Ph. Holly 3356.

WANTED—Experienced white woman to assist in cooking, ironing and housecleaning; 1 to 12, 3 days week. $6 and car fare. 1115 MAPLE AVE.

WHITE woman for plain cooking and general housework; salary $50. References required. Apply 224 S. OXFORD. Ph. 60445.

CARE nursing is one of our departments; 1 to wide-awake young ladies. This work will be for last 2 months. Money will be paid. Call 120 CHANSE BLDG. 8th and Spring.

REGISTERED nurses to circulate pictures; 4 cents per min. Can make $5 or more per day. Call Monday and Monday, room 707 Bldg., 3rd and Spring.

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TO LET—FLATS—Furnished

South and Southwest.

NEWLY furnished flat, upstairs, private bath. Two adults. 2911 DALTON.

TURN. 6-rm. flat, attractive, new, good location, garage. Phone VER. 2845.

3 RMS and bath, upper south flat with garage. 41.50½ 97. MAIN. Ph. 296-855.

3 ROOM apartment, $25. Piano possession. 6937 80. FLOWER.

LARGE sunny room, well furnished $55. 1704½ W 80TH PLACE. 612-08.

TO LET—FLATS—Unfurnished

West and Northwest.

TO LET—

Unfurnished upper flat in beautiful Spanish stucco building, 1832 N. Gower St., corner of Franklin Ave. Very large living room, 2 bedrooms, fine stairway, large clothes closets, locker, garage. Phone installed. Ready to move into.

HARRY GROSSMAN,
Los Angeles' Leading Rental Office,
Member Los Angeles Realty Board.
208-4-5 Hass Bldg., 7th and Broadway.
Phones: 04374; Main 1365; 62471.

TO LET—

2-room flat	$25
3-room flat, 2 baths	$40
4-room, dandy lower south	$40
4-room, 2 baths	$50
5-room, 2 baths, cash last	$60
7-rm. bungalow	$150

See janitor, upper floor, Miss MILLER.
FRANK MELINE COMPANY.
Wilshire at Serrano. WI. 1464.

TO LET—IN REALTH-UL RESIDENTIAL SECTION, NEVER FOUGHT CORNER LOT, AND SUNNY SOUTHERN EXPOSURE, ONE BLOCK EAST FROM PASADENA AVE. HIGHEST CLASS, NEW, 4 AND 5-ROOM FLATS, EQUIPED WITH EVERY IMAGINABLE MODERN IMPROVEMENT. $50 AND $60. GARAGE, $5.

BERNER ELDEN & LUND, 1ST. & BDWY.

BERNER ELDEN & LUND, 1ST. & BDWY.

JUST completed, beautiful spanish, stucco apartments of 4 choice rooms. Entrance from beautiful court. Bedroom, also roller bed; living-room and dining-room finished in mahogany, walls Tiffany finished, Range, tile bath and sink. Rent $60 to $65.

TO LET—An unusual opportunity to lease one of the finest flats in this city, consisting of 6 large rooms, new and well-kept, located 5754 S. SERENDO, right west Wilshire Blvd. car. $100 per month. JENNY A. BECKER, 709 C Vermont.

TO LET—New 4-room flat, tile bath and kitchen, built-in bed in beautiful Arlington Heights, No. 2200 West 22nd st. Rent reduced to $35. Key 2202 or Adults only. Inquire 2207. PHONE 64026.

NEWLY completed 4-family flats of 5 rooms each, 9. Adams district; reasonable rents; agent for inspection daily up to 4 p.m. 2727 HARRISON AVE. Phone 72614.

YOU will be delighted with this 5-room upper; nearly new; charming flat. Lovely view and view floor. Phone garage, separate shower. 1048 N. BEACHWOOD DR., Hollywood. 570854.

$25 unfurnished flat; 5 large rooms, Murphy beds, Batchelder tile mantel; also 3 bedrooms, dens, sleeping porch, heater, garage, lease; beautiful cozy-to residence district. 1126 ELDEN AVE.

$30 ROOM lower flat, newly finished, large front room, Murphy bed, private bath; (2) everything modern. Adults, $30 month. Will lease. Shown after 10 a.m. Pos. Ready to occup. 1721 W. 24TH ST.

AVE. 36, 1250 N., just completed, upper and lower flats, 5 rooms and bath, hdwd floors, sunshine bath and sink across porch, breakfast nook, garage. ¼ block to red and yellow car lines. Adults.

NEWLY finished 4 and 5-room, large, sunny flats, 1 block to car, 1 to Main. Vine Way, at Sunset; 5c car fare, beautiful mountain view, spacious grounds; convenient markets. Owner on premises.

WILSHIRE flats New Hallowbilt at 924, Hazel, 4 rms., new tile kitchen, bath, hdw. floors, porches, shades in, janitor. Adults. Ex. bad. Apply 2504 W. 9TH.

$30 LET—4-room lower flat at 1038 South Burlington Ave. Vacant about 1st January 1. ERNEST A. BECKER, 709 C VERMONT.

TO LET—ELEGANT UNFURNISHED 5-ROOM FLAT, GARAGE, RADIATORS, PORCHES, SEPARATE SHOWERS GARAGE. $50. 1238 S. VAN NESS.

$6 LET—Unfurnished flats, city or suburbs. Combined listings of Security Trust Inc. Furniture to sell. BARKER BROS. 724 S. Broadway. Phone 1840 or 10425.

NEW, strictly modern upper flat, inc 1 bth. Dale, of Cal. Southern Branch. 1 blk. E. of Vermont, 2 blks. S. of Santa Monica car. 4500 Wilton house at. 597196. E. Gage.

LARGE 5 rooms, near Washington st. Tile bath, sink, hardwood floors, breakfast nook, range, water. Rent $40. 1941 HILL.

TURNISHED 4-rm. flat hardwood floors, built-in features, near Park, library and many auto cars in permanent tenant. Adults. $40 and $45. 1415½ OAK ST.

CATALINA ST., 5 rooms, hard-wood floors, garage, 5 blocks from Wilshire Blvd. Will move $75 month. Call after 10 a.m., 212 W. 19TH ST. 05156.

$5 unusual opportunity to lease 4-room, sunny, modern residential flat; close to city; large rooms, new and modern. 2901 S. NORMANDIE AVE. 962 me.

$24—5 rooms, for rent. 41 Park View Terrace, off 37. $100. Ladies only. 1013 W. SIXTH ST.

3 ROOMS, porch, wall bed, dressing-room, $30 case. 3874½ LEEWARD. WI. 8632. Key in porch lamp.

DE. ADAMS dist. 4-room flat, cor. 2nd ave. & W. Adams car, Arlington. $30 month. 5300 MONTCLAIR ST.

$30. MODERN FLAT, ALL BUILT-IN FEATURES, CLOSE IN. ADULTS. 127 N. ALPINE. NO PHONE.

4 RMS., south lower, 2 tile baths, sunporch, 2-d floor bath, gar. janitor. 1744 W. 23RD ST. at Grand Ave.

$30 LET—EAST HOLLYWOOD. Dandy 5½ room flat, $30. Can be seen at No. 4308 NORMAL AVE.

MOD. 5-rm. upper, sunny, sound, tile, gar., $ car lines. 3557 WHITEHOUSE PL., Hollywood car. 3111 2218.

$400 DIX ST.—Upper 3-room flat, new, only $15. Two blocks north of Hollywood Blvd. 67720.

NEW SUNNY $200 FLAT NOW $185—5 rm. bath, north of Wilshire Blvd., on Normandie; modern in every way. Mr. Ba. 2903.

UNFURNISHED lower flat, 4 large rooms, bath, garage, range, walk, adults. 248 S. BENTON WAY. 554631.

$30 M cln 5-room flat; possession at once. Lease 7 months; equity $430 FOURTH AVE. Phone 74008-R.

NEW modern 4-room lower flat, disappearing bed, close to bath car lines. Owner LEMON GROVE AND SERRANO. Holly. 2304.

$35M modern flats, garages, 1179 W. 39TH ST., near Hoover, and 5401 Pine. Wes. 39705. Near Hoover.

$35 THIRD AVE., beautiful new 4-room stucco flats, extra bed, tile bath, shower, ideal kitchen, garage, janitor service.

$27.50; NO. 78 S. HOE. UNFURNISHED 4-ROOM SLEEPING PORCH, DRESSING ROOM AND GARAGE. 1125 8TH AVE.

$35 E unfurn. 4-rm. flat, tile bath, shower, tile kitchen; garage; see W. Adams and Fremont car. Children welcome. 3717.

NEWLY finished 4 and 5-room, large, sunny flats, 1 block to car, 1 to Main. Vine Way, at Sunset; 5c car fare, beautiful mountain view, spacious grounds; convenient markets. Owner on premises.

$35 LINE flats New Hallowbilt at 924, Hazel, 4 rms., new tile kitchen, bath, hdw. floors, porches, shades in, janitor. Adults. Ex. bad. Apply 2504 W. 9TH.

$30 LET—4-room lower flat at 1038 South Burlington Ave. Vacant about 1st January 1. ERNEST A. BECKER, 709 C VERMONT.

TO LET—ELEGANT UNFURNISHED 5-ROOM FLAT, GARAGE, RADIATORS, PORCHES, SEPARATE SHOWERS GARAGE. $50. 1238 S. VAN NESS.

$6 LET—Unfurnished flats, city or suburbs. Combined listings of Security Trust Inc. Furniture to sell. BARKER BROS. 724 S. Broadway. Phone 1840 or 10425.

NEW, strictly modern upper flat, inc 1 bth. Dale, of Cal. Southern Branch. 1 blk. E. of Vermont, 2 blks. S. of Santa Monica car. 4500 Wilton house at. 597196. E. Gage.

LARGE 5 rooms, near Washington st. Tile bath, sink, hardwood floors, breakfast nook, range, water. Rent $40. 1941 HILL.

TURNISHED 4-rm. flat hardwood floors, built-in features, near Park, library and many auto cars in permanent tenant. Adults. $40 and $45. 1415½ OAK ST.

CATALINA ST., 5 rooms, hard-wood floors, garage, 5 blocks from Wilshire Blvd. Will move $75 month. Call after 10 a.m., 212 W. 19TH ST. 05156.

$5 unusual opportunity to lease 4-room, sunny, modern residential flat; close to city; large rooms, new and modern. 2901 S. NORMANDIE AVE. 962 me.

$24—5 rooms, for rent. 41 Park View Terrace, off 37. $100. Ladies only. 1013 W. SIXTH ST.

3 ROOMS, porch, wall bed, dressing-room, $30 case. 3874½ LEEWARD. WI. 8632. Key in porch lamp.

DE. ADAMS dist. 4-room flat, cor. 2nd ave. & W. Adams car, Arlington. $30 month. 5300 MONTCLAIR ST.

$30. MODERN FLAT, ALL BUILT-IN FEATURES, CLOSE IN. ADULTS. 127 N. ALPINE. NO PHONE.

4 RMS., south lower, 2 tile baths, sunporch, 2-d floor bath, gar. janitor. 1744 W. 23RD ST. at Grand Ave.

$30 LET—EAST HOLLYWOOD. Dandy 5½ room flat, $30. Can be seen at No. 4308 NORMAL AVE.

MOD. 5-rm. upper, sunny, sound, tile, gar., $ car lines. 3557 WHITEHOUSE PL., Hollywood car. 3111 2218.

$400 DIX ST.—Upper 3-room flat, new, only $15. Two blocks north of Hollywood Blvd. 67720.

NEW SUNNY $200 FLAT NOW $185—5 rm. bath, north of Wilshire Blvd., on Normandie; modern in every way. Mr. Ba. 2903.

UNFURNISHED lower flat, 4 large rooms, bath, garage, range, walk, adults. 248 S. BENTON WAY. 554631.

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MOVING, TRANSFER—Storage

SCIENTIFIC PIANO STORAGE—
BIRKEL CO. STORAGE ROOMS.
Your piano placed under our protection will receive the same care given to our own pianos; rooms of plaster brick, ventilated space, sanitary conditions, assuring the preservation of your instrument. Reasonable monthly fee. Phone 821241 for our piano truck. BIRKEL CO., 440-448 S. Broadway.

TO LET—A.E.F. TRANSFER, 927 S. Figueroa, united and operated by Vets. of World War, best rates in city. Bdwy. 01466

FURNITURE by truss, San Francisco and way points. PACIFIC HIGHWAY EXPRESS, 827 S. Grand ave. Phone 824818.

TO LET—HOUSES—Furnished

West and Northwest.

FREE RENTAL INFORMATION.

FREE AUTOMOBILE SERVICE.
HOUSES, BUNGALOWS,
FLATS, APARTMENTS,
FURNISHED AND UNFURNISHED.
WESTLAKE AND WILSHIRE
HOLLYWOOD, SOUTHWEST.
COURTEOUS AND EFFICIENT SERVICE.
MORRIS & SELTZER,
318 LOEW STATE BLDG., 7TH & BDWY.
PHONES 63961, 63962.

MARIPOSA, 1800—

½ BLOCK NORTH HOLLYWOOD BLVD.

Beautifully furnished 5-room units in city's most desirable court, now available on ideal installing garage, at reasonable rental to discriminating tenants. Will also rent unfurnished. Phone 509201. Inspection invited.

5 ROOMS COMPLETELY FURNISHED, ALL NEW ON CORNER; LAWN CARED FOR; WATER PAID. TILED BATH AND SINK, BREAKFAST NOOK IN KITCHEN; OVERSTUFFED FURNITURE. $115 A MONTH INCLUDING GARAGE. 2311 W. 23RD STREET.

EXCEPTIONALLY attractive furnished residence on hills facing Silver Lake Reservoir and Los Angeles; 2 blocks of beautiful terraced garden, trees and shrubs, magnificent view of lake and mts 7 rms. and garage. Owner will make improvements. Immediate possession. PHONE 577046.

IN BEAUTIFUL BEVERLY HILLS—
Most comfortable, artistically furnished home; fourteen rooms, two baths, large sleeping porch, spacious grounds, abundance flowers, fruit. Rent $250 month, including gardener; immediate occupation. Large garage. PHONE 55617.

TO LET—Fine 8-rm. furn. 8-rm. colonial bung., 3 baths, shower, piano, Victrola, 4 bed-rooms, patio. Large porch, dble. garage, beau. grounds, trees, flowers etc. $2500. Adults. 1 mile Hollywood. 5448 FOUNTAIN AVE. Holly 579438.

FOR LEASE—MT 9-ROOM HOUSE. 1939 SOUTH WILTON.

COMPLETELY furnished newly refinished 5-room bungalow, sleeping porch, garage. 1240 N. BOYLSTON. 58140. Pico 4654.

5 LARGE rooms, double bungalow, furn. $65. Prefer 2 or 3 people. 2606 W. 23RD ST. JEFFERSON. 767067.

COMFORTABLE 4-room home, 2 bedrooms. Key next door. Adults only. Phone 24. $45. Apply 948 N. VAN NESS AVE.

FOR RENT—Beautifully furnished 8-room house. Reasonable rent. 1418 ARLING TON.

4-ROOM bungalow in court; furnished at cost. Inquire 1061 65 N. NORMANDIE. Phone 426538 from 10 a.m. to 4 p.m.

10 RMS., furn. 4 bedrms., 2 baths, dbl. garage, fine furniture, piano $275 per mo. Phone 72541.

FURN. 4-room house in Laurel Canyon; sleeping porch and garage HOLLY 1331 or Holly 2280

BUNGALOW CLOSE IN, ADULTS ONLY. NEW, MODERN, 2 BEDS. $45. 1956 ELLENDALE PL. W. WASH. CAR.

4-ROOM conservately furnished house with porch in Westlake-Wilshire district, at 2745 FRANCIS AVE. Sunset 5000.

NEWLY furnished bungalow in one court. 1266 WINDSOR ST. Modern, reasonable.

BEAUTIFUL bungalow, everything new, 2 beds, nr. Westlake. 282 S. CORONADO.

4-room furn. bung. to nice people. No chil dren. 1018 N. KINGSLEY DRIVE.

DOUBLE bungalow, 4 rooms completely furn. garage, $75. 1 to 5 P.M. 1 N. ANN AVE.

HOLLYWOOD, $100; new 5-rm. bung., 2 bedrooms, children taken. HOLLY 1404

HOLLYWOOD 6 rms., 2 bedrms., sleeping furn., gar. 6420 DIX ST. Holly 10565

VERY pleasant sunny 4-room cottage 15 minutes to City Hall. 1415½ OAK ST.

HOLLYWOOD — MAGNIFICENT MANSION WITH PARK. $600 MO. HOLLY 9087

DEMAND Court Apts. $29 1-4 N. Serrano. 4-rm furn bung. Garage. Rose.

FURNISHED, new 3-room bung., phone, hot garage. 1628 ARGYLE AVE., Holly'd.

3-ROOM furnished bungalow, adults, no children, $20 per month. 1707 N. VERMONT.

NEAR Ambassador, 5-room nicely furnished bungalow on Catalina St. 762772.

$419 MONT CLAIR, furnished 5 rooms. Garage. Good condition. $90 per month.

South and Southwest.

A beautiful furnished bungalow to strictly new court.

On
42nd st., 1 block east of Western.
$101 GIRARD ST.

TO LET—5 rooms, furnished, ½ double bungalow, $20. 1 to 5. 87 Orange. Phone Want steady tenants, adults. 11158. M. E. MCCLAIN, Vermont 3899.

HURRY IF YOU WANT SOMETHING GOOD. Seven room house, furn., up to the minute; $140 mo. Will lease for 4 mos. or longer. Call VERMONT 6436 for particulars.

ATTRACTIVE 5-room modern cottage, hardwood floors, bathroom, bath between; nice yard; 1 block to car, excellent location; phone in; $25, adults. 1470 W. 36TH ST.

5231 S. GRAMERCY PL. Delightful bungalow, 6 rms., sunk. Completely furnished including piano and garage. $100 mo. PHONE 769-810.

TO LET—4-room house, modern, completely furnished; adults. Aircrafts $15 per mo. Call Monday and Tuesday 1280 W. EXPOSITION BLVD. phone 72011.

½ NEW furnished double bungalow, 4 rooms, hard floors, garage, near car. Grand ave. car 1627 W. 49TH ST. Vermont 3588.

5 RM. modern corner house, nicely furnished garage. Phone Call 2200 W. 41ST.

ONE-HALF double bung., 4 rms., 2 beds, piano and everything; gar.; adults. 612 W. 36RD ST.

5-ROOM bungalow furn., residence and 3 rms. sleeping porch, location fine; 1 block to car. 229 W. VERNON.

NEW 4-rm. modern bungalow furnished $25. Adults. Ver. 2114. 5611 MONETA AVE.

5 ROOM modern house, all new furniture, Victrola garage, 1-yr lease $50 month. 1604 W. 61ST PLACE.

NEWLY and completely furnished home, garage. 1318 WEST 55TH. Moneta car to 56th, east on Normandie, tile sink, linoleum. 1816 W. 59TH ST.

JAN. 1. New 5-room bungalow, beautiful view, lease rent, $30. 1030 BURCH PLACE. Phone 1c. high school.

MODERN 6-room semi-bungalow; garage, large lot, near West Adams line neighborhood $70. WEST 2422.

4-ROOM modern bungalow in 2nd class residence district for rent. 2081 W. 29TH ST. 762013.

TO LET—Nice new 6-rm. duplex unfurnished garages. Immediate possession. 1015 CLINTON ST. Phone 72753.

TO LET—EAST HOLLYWOOD. Dandy 10-ft. front bungalow, 4 rooms, $45. Can see same at 4.02 NORMAL AVE.

NEW 4 room and bath, stucco Adults only. No pets. Inquire 1432 ECHO PARK AVE. Phone 24, Empire 1432.

4-ROOM stucco bungalow. Lawn kept, water paid, gar. free. $30. Call 1617½ MICHELTORENA ST. 390266.

4 ROOMS, close in. 2112 Park Grove ave., near Washington. No garage. $25. MR. BAKER, 2nd floor, 811, cor. 9th & Olive.

HOLLYWOOD, 5 room modern bungalow. 5056 PERSHING. Will lease at $50.

4-ROOM cozy bungalow. Wilshire district. Adults. 4278 W. 1st.

$75, ½ modern double bungalow. 5 rooms. Extra bed, garage. 953 S. NORTON.

5-ROOM, 2-story house, Wilshire district, 950 S. HARVARD. WILA. 4161.

UNFURN 2-room bath-e bed location in Hollywood. 1424 HAVENHURST DR.

HOLLYWOOD, 4 rms., 4361 CLAYTON AVE., off Hillhurst.

SIX ROOM bungalow, built-in features; garage 403 N. NORMANDIE PLACE.

7614 SUNSET BLVD., unrestricted, $200. GARVANZA 1506, evenings.

TO LET—Bung. 5 rm. mod. 1835 W. 12TH ST. 271848.

4 ROOMS, southwest exposure, new, comfortable, $20. 1707 N. VERMONT.

1448 S. WILTON PLACE. Nice home; 5 bedrooms. $150 month.

UNFURN-ED 8-rm. house, 507 S. WILTON PLACE. Wilshire district.

South and Southwest.

½ DOUBLE bungalow, 4 large rooms, strictly modern, tile bath and sink, wall bed, built-in features. Adults; no pets; garage. Grand Ave. car 627 W. 49TH ST.

7-ROOM modern bungalow, built-in features, 2 bedrms., sleeping porch, garage, fine location, cars and stores near, rent reasonable. Immediate possession. 2009 W. SANTA BARBARA AVE.

FOR RENT—208 S. 43rd st., half double bungalow, built-in bed, newly dec.; adults. Call at 6309 CROCKER.

5-ROOM bungalow, bdr doors, adults preferred. $65. Call 10 to 4. 827 W. 36TH PLACE.

TO LET—4-room bungalow in court, unfurnished, $60 month with garage. 628 W. SANTA BARBARA.

TO LET—Three rooms, $25, four rooms and garage, $35. Six rooms, $40. J. A. BABER, 8537 S. Vermont. Vermont 5000.

HALF of double bungalow, 4 rooms; brand new; hardwood floors, tile sink, linoleum. 1816 W. 59TH ST.

TO LET—Unfurn. 5 rms. modern bungalow. 713 WEST 47TH ST.

BEAUTIFUL sunny home, $200. Gar., 2 baths. 7100 S. WESTERN, or. sch.

NEWLY furnished bungalow; adults garden, $65 to permanents. 20. 9900-R.

5-ROOM bungalow, partly furnished. Modern, new $45. 1414 W. 69TH ST.

4 BUNGALOW, 4 rooms and garage, $35. 1417 W. 47TH ST.

FOR RENT—4-room house and garage, very cheap. 29 S. MAIN. 7287.

4-ROOM modern bungalow and garage. Adults only. $45. 5525 MONETA AVE.

East and Southeast.

TO LET—4 new, 4-room bungalows, with garages, $20 to $24 a mo. MIDDLETON, Washington Pk. 845 and $50 per mo. No. 4685-J.

TO LET 6-room house in fine condition. 210 E. 29TH ST. $65. Adults only. Reference required.

7-RM house, corner, lot to alley. 80x145 ft. Will lease for term of years 1100 E. 11TH ST. Phone 2537.

TO LET—$40. 4-room modern bungalow, brand new. Adults only. 11146 E. 52ND ST. Phone No. 751-W after Monday.

2 RMS. and kitchen and bath. Hot and cold water, clothes closet, chicken yard. $15 per mo. 518 S. CONCORD.

LOVELY 6-RM. bungalow, large yard. Garage. Watts car to Florence ave. 7409 MAIE.

3 RMS., bath, screen porch, garage, water, light and gas. $35. 1375 E. 58TH.

FOR RENT—2 new, 4 room cement bungalows, $40. CAL. BOYLE 3730.

5 ROOMS, bath, rear 6-room; $35 mo. 1368 E. FLORENCE AVE. 51196.

North and Northeast.

SIGHTLY 8-room house, refinished throughout in ivory and mahogany. Fixtures silver and statuary bronze. 3 large lots, fruit trees, garage, etc. Located on beautiful Mt. Washington Dr. No. 520. Phone 90 838-W. Will sell or lease.

FOR LEASE—Unfurnished East Alhambra, 25 min. 6th and Main Sts. 7-room pleasant home, newly decorated, large grounds, orchard, garage. $100 month; water paid, grounds cared for. OWNER, 819 S. Spring St. Room 12. Ph. 823-246.

5-ROOM modern bungalow, with garage, near 2 car lines, on boulevard. $35. HOYLE 1736. Cor. Ford and Eugene

ALTADENA, 5-room bungalow, 2 sleeping porches, gas, electricity, garage, near stores. Beautiful pines. $35 mo. 13207 ALMA and Brooklyn ave. 3 blocks car line. $40.

TO LET—HOUSES—Unfurnished

West and Northwest.

BEAUTIFUL NEW MODERN 8-room bungalow with wall bed in Ambassador Court. $45 mo. 5 BEAU DARE AVE. Key 1297

JUST completed beautiful double bung., 2 full bedrms., tile bath and sink, 6 rms. Hollywood, near car line. 2th. 61134.

TO LET—Suburban and Country

1 ACRE fruit, 5 rms., newly decorated. Will lease 6 mos., adults. Owner, 1062 NORMAN COURT, Long Beach.

TO LET—Suburban and Country

TO LET—My beautiful, suburban home completely furnished. Very large, cozy living-room 18x28, 3 bedrooms, sleeping porch, open fireplace and garage. Everything modern and in good order. Large grounds, abundance of fruit and many flowers. Owner will care for grounds and pay water. On year's lease, $150 per month. At home Sunday and Monday, 151 So. College View, Eagle Rock City. Just south of Blvd. Fifth week days. 642-44.

A SLEEPING offer to refined people, where summers are cool and oranges never frosted. Frostless if you please, best see 12174 Meolo and be pleasurably surprised. Owner will suffer principal portion, private unit, preferably unfurnished. $175 month Inclusive rate. Phone VER. 8927.

TO LET—Beach Property.

SANTA MONICA—
MARYLAND APARTMENTS,
243 HOLLISTER AVE.
UNDER NEW MANAGEMENT.
DOUBLE APTS. $50 $60.
SINGLE APTS. $35 $40.
PRIVATE PHONE. STEAM HEAT.
HOT WATER.

FURNISHED duplex, 3 and 4 rooms with bath $25 per mo. Inquire 801 VER NON AVE., Venice.

FURN. cottages and apartments modern, close in, at Manhattan Beach. See owner. 2071 10TH ST.

TO LET—Write Long Beach Tent City for prices. Cosy, clean housekeeping tents.

TO LET—Or Lease.

Miscellaneous.

FURNISHED COURT.
LEASE AND FURNITURE FOR SALE.

10 four-room bungalows. All new furniture. Close to Brother's Branch University of California. Income $700 gross monthly. 2-year lease. Shows 40 on total investment. This is a bargain for cash. Price $7500. $500 cash, balance easy terms.

10-UNIT, 4-ROOM SPANISH BUNGALOW COURT. Exclusive Hollywood foothills residential district. 2-year lease. Gross income more than $1000 per month. Security deposit. If sold within 10 days will accept $12,500 $750.00 cash. Balance easy.

10-UNIT, 4-ROOM SPANISH BUNGALOW COURT. Hollywood. Ready for occupancy January 1. White Tiffany tints. Rent of ownership. Gross income $1,000 per month. Lease 5½ years. This is below regular prices. Exact duplicate 2 blocks farther east, $1,500 per month. Vacancies. Price $13,000. $1,000 cash. Call Mr. Crosby, 768961.
BURTON & CO.
Western Ave. at 1093 st.
760361.

FOR LEASE—
MODERN BRICK WAREHOUSE
On Spring st., 14,000 sq. ft. Immediate occupancy. Reasonable terms. Eye-opener lease.
"Let's Talk It Over."
R. C. MITCHELL COMPANY,
Ask for Mr. Wilson or Mr. Mooney.
Ph. 60817 Suite 618, Van Nuys Bldg.

TO LET—Spacious dancing academy, 914 S. ALVARADO. Phone Wil. 2036.

Stores and Shops.

IN THE HEART OF TOWN.

Your golden opportunity to establish in the heart of the Financial District of Bakerton, the largest organization of its kind in the world, will open the Federal System Market at 825 Pine avenue, Long Beach, about Feb. 15, 1923. Many of the buying public pass this location daily. This market, fully equipped, established throughout in white tile, will be the first of a chain. Applications for space will be received now. Meat market, fish and poultry stand, delicatessen, butter, cheese and eggs, fruit and vegetable stand, soda fountain and lunch stands. For further particulars, communicate with FEDERAL SYSTEM OF BAKERIES, 819 Pacific Finance Bldg. Phone 62284, or 254 Pine avenue, Long Beach. Phone 04077.

TO LEASE—DRUG STORE.

W. SEVENTH ST. VERMONT AVE.

See CONWAY, Owner's Agent, Main 304.

1813 I. W. VAN NUYS BLDG.

FOR RENT—
STORES—"WHERE PEOPLE WALK"
$ Spring st. at 8th, $100 per month.
$ Spring st. at 9th, $125 to $2000 per month.
South Hill at $150 to $2000 per month.
South Olive at $100 to $350 per month.
South Grand at $175 to $2200 per month.
W. 7th at $75 to $2200 per month.
If you want them to pay money on your counter, "Let's Talk It Over."
R. C. MITCHELL COMPANY,
Ask for Mr. Mooney when you phone 60817. 618 Van Nuys Bldg.

TO LEASE—AVAILABLE NOW.
DOWNTOWN STOREROOMS, LOFTS, ETC.
We are in it, both with the various locations to be had, storerooms, lofts, automobile salesrooms, garages, manufacturing, etc.
Let us know your requirements and we can locate you.
ROBERT J. HYDE, Manager,
Building Property Department,
AVERILL-WEYMOUTH CO., INC.,
725 S. Olive st. Realtors. Bdwy. 8048.

TO LEASE—
Store rooms, 5-yr. lease, in choice neighborhood, close in Wants druggist, butcher, tailor, beauty parlor, electric shop, etc. Buildings ready to occupy Jan. 1st. See owner on premises, Avon, with AVERILL-WEYMOUTH CO., INC.,
725 S. Olive st. Realtors. Bdwy. 8048.

TO LET—
STORES ON BROADWAY
Just north of Mission Theater, between 8th and 9th streets, on east side of Broadway.
HARRY GROSSMAN,
208-4-5 Hass Bldg., Seventh & Broadway.
Phones: 04374, Main 1365, 62471.

STORE to lease, 3 yrs $40 on Near car barn, for restaurant, dry goods, notion or grocery, butcher shop, cleaning and pressing also living rooms in rear. 2411-2411½ W. 54TH ST. Alfred Asmilio. 844 South Hill st.

BARBER SHOP next to market, plumbing & Elec. shop, 4 chairs, 3 Leases. SPACE, delicatessen, tea, coffee, florist, $40. 4375 MONETA AVE. Phone 297 524, exc. noon.

TO LET—New Public Market and Drug store, San Pedro st. and Florence ave., near new high school. Ready to occupy by Jan. 1. Rent reas. See Owner 710 SAN PEDRO ST.

LARGE corner st.-r. room with shipping platform, been a grocery store for 30 years. Near Los Angeles and Pico sts. Call at 1300 SANTEE ST., or phone 20408.

TO LET—New store 23x60 for Dry Goods or Gent's Mdse. Best corner in town. Live and growing community of 5000 population. Inquire 197 NATIONAL BANK. Monte Cl.

DRUG STORE, NEW BUILDING. One of the best locations in Glendale, N.W. corner Brand and Doran. OWNER. 118 W. 7TH.

TO LET—Store at 706 West Pico St., near Figueroa. Splendid location, reasonable rent. Apply JOHN T. DREWETT, Mason Temple. 23760.

SMALL new plastered store, gas, water and sewer connections; for barber shop or other tailor. $20 month. 6134 PASADENA AVE.

FINE large store in new building, artistic front, inclusive or corner, 24th and Magnolia ave. Moderate rental. See owner in building. WEST 5057.

2 NEW quarter sawed oak front, 8ft. wide doors, 65 inches, pine for furniture, confectionery etc. 1830 W. JEFFERSON.

JACK for Meat Market in long corner grocery. Call in person at 1847 W. WASHINGTON.

MANUFACTURERS' agents and jobbers, ground floor space. NATIONAL FIRE SUPPLY CO. 454 E. 3rd st.

TO LET—Spaces in public market located 327-9 S. VERMONT. Call Boyle 4824 or 71703.

TO LET—A big lot with a building suitable for shop purposes, near Fox Studio, Hollywood Boulev. 1807 N. VERMONT.

CORNER STORE ROOM
On a busy corner, located 9TH and CROCKER.

STORE room, 1419 W. 24th st. Good transformer room. WEST 2788.

BUILDING, W. 24th st., suitable for auto supply shop or small factory. 7-381.

STORE, light, modern, 17x80. Would subdivide. 1004 S. FLOWER. 62760.

BUTCHER shop space in long established grocery. Phone HDWY. 7781.

7000 SANTA MONICA BLVD. New, $50. JOHN KIRK, 7501 sunset. Blvd. 459-899.

TO LET—Store room, 22x120. 818 W. 6th st. BUTLER, LEE, or owner 538644.

STORE TO RENT—LIVE LOCATION; 15x30. 718 W. PICO.

HALL 30x110 for any line of business, in quite 2nd floor, 138½ S. SPRING ST.

TO LEASE—Business property of 3 stores at 6014 MONETA.

PART OF STORE. 344 SO. SPRING ST.

Offices and Desk Space.

TO LET—428-9 BRADBURY BLDG., 3rd and Broadway, desk space in nicely furnished suite, fronting on Broadway, with phone service and typewriter. See CARTWRIGHT.

DESK space with phone, choice location, light, airy office. 715 STORY BLDG.

FROWY BLDG., 2ND AND BDWY. DESKS, ALSO OFFICES FOR RENT.

TO LET—Or Lease.

Offices and Desk Space.

TO LET—Completely furnished office with reception-room and use of telephone, all conveniences; $50. 417 HIBERNIAN BLDG., 4th and Spring.

HAVE desirable ground floor office, absent most time. Furnace. Want desirable party to join in rent. WILLIAMS & KUTTEL

MISCELLANEOUS—For Sale

DON'T BE FOOLED
Our name is being imitated.
We Are the Sole and Original
GANE PAINT CO.
9TH AND MAPLE.
"OUR PRICES CAN'T BE BEAT."

Let us figure your plans or bids complete.
WE CAN SAVE YOU MONEY.

4-PLY ROOFING SPECIALS
750 Rolls—Slate Surface, Last.
ONLY $1.25 ROLL.

Only 2 carloads left.
100 GRADE RED OR GREEN
SLATE ROOFING.
Complete with Nails and Cement
ONLY $1.55 A ROLL.

ROOFING PAPER, $90 ROLL.
SASH and DOORS.

SLATED SASH, 1-6x2-0 ..... $ .75
SLATED SASH, 2-0x2-0 ..... 1.00
DOUBLE-HUNG WINDOWS, 2-Vented 1.50
DOUBLE-HUNG WINDOWS, 2-0x4-0 2.40
COLONIAL DOORS AT 2.50
ONE-PANEL DOORS AT 2.50
CURVED DOORS, EACH 4.00
DOUBLE DOOR SETS, EACH ..... .60

PLASTER BOARD, $20 THOUS.
In stock or mixed cars, only $20 thousand.
Big cut in price on
Gauging
SCHUMACHER
PLASTER BOARD.
Only $22.50 Thous.

48-IN. WIDE, 212 LENGTHS
Selected 2nd, edges and 1 side perfect.
SURFACE OF IMITATION.
ACCEPT NO SUBSTITUTES.

WALLBOARD
1ST GRADE, 2ND GRADE
ALL LENGTHS, 16 IN. TO 40 IN.
THOROUGHLY SEIZED BOTH SIDES.

PAINT, $1 PER GAL.

SPECIAL LOT ONLY ..... $1 GAL.
STANDARD HOUSE PAINT $1.75
ALL colors in stock.
FOR GRINDING STAINS, 50c GAL.
SILVER-LEAF ROOF PAINT ..... 25c GAL.

LEAD, OIL, TURPENTINE, HARDWARE.
SCREEN WIRE, LADDERS AND
NAILS AT WHOLESALE PRICES.
CHALKING ONLY ..... 2c LB.

WALL PAPER, 15 ROLL.
TAPESTRY DESIGNS ..... 25c ROLL
With borders to match at ..... 10c yard

SIX ELECTRIC FIXTURES
$30 VALUE—ONLY $14.95.
INSTALLED FREE.

15-inch DECORATED BOWL,
$10 value (wired complete,) only $6
No. 1 colonnette-cased wire 100 ft.
GLASS LENSES, only $1.10 ea., $5
FLOOR COVERING, ONLY 45c SQ. YD.
WINDOW CHAINS, 35c EACH.
ALL GOODS GUARANTEED.
Samples and Color Cards on request.
Open 7 to 8 daily; Saturdays to 9 p.m.

FREE DELIVERY.
GANE PAINT CO.
MAIN STORE,
809 E. 9TH, COR. MAPLE.
Opposite Wholesale Market.
PHONES: 126-22—PICO 9257.
BDWY. 1216 or MAIN 3708.

PLENTY PARKING SPACE.
NO TIME LIMIT.

FOR SALE—CASH REGISTERS; all NATIONALS slightly used; all styles; guaranteed at about half price; easy terms. Largest stock in the West. Exchange your old machine for a late model; allowance; sold on monthly payments. CASH REGISTER EXCHANGE, 718 S. Main St., Los Angeles st.

ROYAL PEARL tilevators, sliders, table, cook, pie crust, hot plates, crockery, glassware, cooking utensils, enamelware, stock Pimco chairs, tables, refrigerator, kitchen cabinet, meat block, counters, safe, coffee mill, scales, etc. Must be sold at very low prices. L. C. MELLIA, 712 Locust st.

FOR SALE — SHOWCASES, SODA FOUNTAIN, NEW AND USED. SEE US BEFORE YOU BUY. SHOWCASE & FIXTURE CO. 516 E. 9TH ST. LOS ANGELES. PHONE MAIN 8166

SAFE now delivered in 5 mile zone, $75 up; 6 mile zone, $80 up. 1136 Pac. Bldg. Pk. 126; res. 1st. 71. Call UNIVERSITY 707. Open evenings.

FOR SALE—Climbing material, clasp; calcium bulbs, $25; slide, $5; about complete outfit, $50. 1000 MAPLE AVE. Phone 62889. Bdwy 5254.

FOR SALE—Florist cut, ornament, selection of high-grade new and second-hand; 1 ad. only; must be sold at once. 1014 E. 16TH ST. Phone 62889.

SALE—Garage for one season. Insulation and fertilizer. Miller Ins. Co., 1st floor, Security Bldg., 5th and Hill.

STOVE-WOOD, FIREWOOD.
Ordered 5 carloads of heavy mill wood (no PICO 1397 $2.50 and $4.50.
The delivery anywhere.

FOR SALE—Herringbone metal lath, 25c per yard. Load 2nd hand 4-ft. lath, 4c per yard. Hayward Lumber Co., 410 SAN FERNANDO ROAD.

Houses, Build'gs—To be Moved.

FOR SALE—To be worked or moved, two houses at 1506-08 West Eighth Street, for information.
CALL HUTCHINGS,
631 South Spring Street,
MURRAY-GERBER CO.
628-785.

HOUSE for sale, to be moved. $225. Inquire 2147 S. LOS ANGELES ST.

WANTED—Miscellaneous

WANTED—BOOKS BOUGHT.
Libraries, private or entire, history encyclopedias, medical law sets of books; also art works, old books of every description. HOLMES BOOK CO., 233 S. Main st. Phone Main 1455. 10-12 Bdwy. 1455. Pico 814. "Best Prices Paid at Holmes."

5-0-0-K-S W-A-N-T-E-D—
Highest cash price paid for single good books and complete libraries. Calls made anywhere.
OWNER'S BOOK STORE,
Phone 63418. 542 S. Spring st.

WANTED—BOOKS BOUGHT.
Choice & rare books a specialty. Auto calls.
DAWSON BOOK SHOP.
627 S. Grand. 63250 Main 4216.

WANTED—COPPER FRONT PAIR HIGH-ART FOR FURNITURE FIREARMS, TOOLS, TRUNKS, LAMPS, ETC. Phone M. 3739. 718 E. 5TH ST. WILL CALL.

WILL pay cash for used Underwood type-writer, 4 cents or Remington portable. Call 754 S. OLIVE. Pico 978.

WANTED—Office safe. Must be cheap. State size and price. Certa Clifton, COVINA. C. 119-R-14.

WANTED—One or two thousand gallon tank for water, galvanized. 526 SANTA MONICA BLVD., Seattle.

WANT a copy of "Baker's Real Estate Atlas." AMERICAN MTG. CO., 1047 S. Hill.

Discarded Clothes

WANTED—AT ONCE, 1000 MEN'S USED SUITS AND TUXEDOS.
WE PAY FROM $10 TO $20 EACH.
PHONE PICO 8806.
FOR COURTEOUS TREATMENT AND TOP PRICES,
Call Pico 8806.
SCOTCH CLOTHING CO., 138 S. SPRING.
"THE RELIABLE SCOTCH DEALERS."

WANTED—MEN'S CLOTHING; WE THE LARGEST OUTFIT AND DEALER OF USED CLOTHING IN LOS ANGELES WILL POSITIVELY PAY THE HIGHEST PRICE FOR YOUR CLOTHING. MY BUYERS CALL IN PRIVATE AUTOS. JUST CALL.
COHEN, 127 TO 131 E. 7TH PL. 62399.

CLOTHING BOUGHT;
HIGHEST PRICES PAID. PHONE 823082.

HIGHEST PRICES PAID
MEN'S USED CLOTHING.
OHIO MERIT, 125 W. 2nd. Bdwy. 2220.

Diamonds and Jewelry.

WANTED—FOR CASH.
DIAMONDS AND JEWELRY.
M. WEINSTEIN.
601 TITLE GUARANTEE BLDG.
5TH AND BROADWAY.

WANTED—Diamonds, pearls, gold, silver ware and other valuables. Top prices paid. MARKWELL & COMPANY,
Suite 242 Citizens National Bank Bldg.
Cor. 5th and Spring sts. Phone 15792.

WANTED—WILL PAY MORE MONEY FOR YOUR DIAMONDS AND JEWELRY.
SAN DIA-CO.,
511 LOEW'S STAT. BLDG. 7TH AND BDWY.

WANTED—DIAMONDS, WHEN DISCOUNTING of yours we use and get full cash value.
J. FERGUSON
2067 HAS BLDG. 219 W. 7TH ST.

WANTED—I buy and sell more for (at)AMONDS & JEWELRY.
JOE DAVIDSON, 324 S. Hill. Main 3221.

WANTED—Safe; must be cheap. Quote price and full description. COVINA CLIPPER.

Office and Store Equipment.

FOR SALE—
Combination safe, 48x36x24, $150.
Roll-top desk, $35.
Flat-top desk, $25.
Typewriter desk, $15.
Chairs, $2 up.
Tables, $5 up.
Wardrobe, $10.
Mail chute, $10.
Letter press, $5.
Typewriter, $25.
Adding machine, $25.
Cash register, $25.
Check protector, $10.
Time clock, $25.
Wall case, $10.
Counter, $10.
Stools, $1.
Mail box, $5.
Coat rack, $5.
Waste basket, $1.
Fire extinguisher, $5.
Electric fan, $15.
Electric heater, $10.
Electric lamp, $1.
Typewriter stand, $5.
Typewriter, $25.
Typewriter, $40.
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Typewriter, $9950.
Typewriter, $9975.
Typewriter, $10000.

Typewriters and Supplies

FOR SALE—LATE MODEL UNDERWOODS, REMINGTONS, ROYALS, L. C. SMITHS, 25 to 70% saving of manufacturers' prices. Terms, $5 monthly if desired.
Our RIGHT-UP typewriters carry the same time guarantee from us as that given by the manufacturers.
FOR RENT—Late model 5 Underwoods and Royals, $4 month; 3 months $9. Model 7 Underwood Model 10 Remingtons and L. C. Smiths, 3 months $7.50. Portables, $3 month.
THE WHOLESALE TYPEWRITER CO.
942 S. Spring st. Phone Pico 9442.

REMINGTON, L. C. Smith and Royal, late model typewriters; like new. $5 per month; $ per cent discount for cash. $25 value for $17.50. 325 S. BDWY.

TYPEWRITERS rented; bought and sold; rent applied; rebuilt machines. WESTERN OFFICE FURNITURE CO., 734 S. Olive. Pico 978.

Sewing Machines.

DOMESTIC drph., $15; Singer 66, drph., $25; white rotp., $15; Stand. rotp., $19.50; singer drph., $21.50; New Home drph., $18.50; singer port. elec., $50; Singer Cabinet No. 66, $40. Easy terms. SINGER AGCY., B. Schallert, 622 S. Hill.

Clothing. Furs. Etc.

FOR SALE—Gentleman's full dress suit, cost $100; will sell for $20. Worn only once. HOLLY 6275.

COMPLETE wardrobe, including evening wraps, gowns, suits, etc. Phone WANDA INGTON 668. Shown by appointment.

FOR SALE—Mink stoles, also Poiret twill & silk dresses, size 34. Phone WIL. 8066.

Jewelry, Diamonds, Watches.

DIAMONDS AND DIAMOND JEWELRY.
SEE US FOR SPOT CASH.
POSITIVELY HIGHEST PRICES OB-TAINABLE. ALL BUSINESS STRICTLY CONFIDENTIAL.
THEO J. HINDIN,
617-19 LOEW'S STATE BLDG.
SEVENTH AND BROADWAY.
PHONE 820557.

GENTS' diamond ring, commercial white, 3.5-8 kts., pure gold ring, with sapphires, worth $1500. Address F, box 210 TIMES OFFICE.

Cameras, Accessories, Supplies.

FOR SALE—Motion picture projector. Brand new; $250 cash. Can show film without burning. Excellent for lectures or school work. Will sacrifice for $150 cash. Call GARVANZA 2584.

Flowers, Trees, Plants.

REMOVAL sale, cheap; roses, shrubs, plants, etc. GUSTAVELL. 204 N. WESTERN. Holly 5891.

Lumber, Building Materials.

2x3 Redwood $20.00
1x6 O.P. ceiling 36.00
1x6 O.P. flooring 36.00
2x4 and 2x6 O.P. 23.00
1x8 and wider 813 O.P. 23.00
1x3 Redwood, S13 ..... 23.00

6"x6" Columns $6.00
10"x10" Columns 7.00
12"x12" Columns 8.00

2—2x6—8 Doors $2.50
2—2x6—6 Doors 2.50

VERNON LUMBER COMPANY.
1325 EAST VERNON AVE.
SOUTH 2975—Phone—264106.

MOE SAVES YOU MONEY.
ON
Lumber, sash and doors, general millwork, hardware, roofing, paints, oils, varnishes, plastering and cement. MOE LUMBER AND WRECKING CO., NO 5830. 175 E. Jefferson.

FOR SALE—1x4 special kiln-dried O.P. flooring, $35; 1x4 to 1x12, 2x4 to 2x12, R.O., $30; 2x6 to 8x8 Redwood mostly oiling, $45. Let us figure your bills. We can save you money. Yard 1st and Alameda. BANE LINE LUMBER YARD, 5945 S. Western. Phone 700053. Vermont 9136.

FOR SALE—Herringbone metal lath, 25c per yard. Load 2nd hand 4-ft. lath, 4c per yard. Hayward Lumber Co., 410 SAN FERNANDO ROAD.

Houses, Build'gs—To be Moved.

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MURRAY-GERBER CO.
628-785.

HOUSE for sale, to be moved. $225. Inquire 2147 S. LOS ANGELES ST.

WANTED—Miscellaneous

WANTED—BOOKS BOUGHT.
Libraries, private or entire, history encyclopedias, medical law sets of books; also art works, old books of every description. HOLMES BOOK CO., 233 S. Main st. Phone Main 1455. 10-12 Bdwy. 1455. Pico 814. "Best Prices Paid at Holmes."

5-0-0-K-S W-A-N-T-E-D—
Highest cash price paid for single good books and complete libraries. Calls made anywhere.
OWNER'S BOOK STORE,
Phone 63418. 542 S. Spring st.

WANTED—BOOKS BOUGHT.
Choice & rare books a specialty. Auto calls.
DAWSON BOOK SHOP.
627 S. Grand. 63250 Main 4216.

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WANTED—Office safe. Must be cheap. State size and price. Certa Clifton, COVINA. C. 119-R-14.

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WE PAY FROM $10 TO $20 EACH.
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"THE RELIABLE SCOTCH DEALERS."

WANTED—MEN'S CLOTHING; WE THE LARGEST OUTFIT AND DEALER OF USED CLOTHING IN LOS ANGELES WILL POSITIVELY PAY THE HIGHEST PRICE FOR YOUR CLOTHING. MY BUYERS CALL IN PRIVATE AUTOS. JUST CALL.
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WANTED—DIAMONDS. WHEN DISCOUNTING of yours we use and get full cash value.
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2067 HAS BLDG. 219 W. 7TH ST.

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TO trade forty acres good land Imperial Valley for something I can use. Prefer good car or diamonds. Value of land $1000. W. A. CORSITTUS, 800 North June st. Phone 456036.

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RADIO sets installed, repaired and circuits designed; low cost special crystal set at 405 CHAPMAN BLDG. 112½ S. Broadway.

CRYSTAL radio sets, darter, hot cup; less. $10 to $20. Broadway 813 to. Spring $45 to. Western.

BROADCAST receivers, phones, antenna, ground, $10. Home tel. given. 63566.

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FAST SLOOP LAUNCH END-WILL SELL FOR CASH OR TERMS. NOW AT SANTA MONICA.
CALL BROOKS HATS.
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YACHTS, "craft," worth $10 000, will take $5000 for. Information phone before 9 a.m. or 5 p.m. 16051.

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START THIS
NEW YEAR RIGHT.
BUY WHERE YOU ARE SAFE
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1923 Willy touring, lots of extras, $2000
1922 Nash roadster $1000
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Fully equipped for Paso $1100
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1920 H. C. S. roadster $1250
1920 Buick touring $1000
1920 Olds "8," 5-pass. like new $850
1920 Hudson 7-pass. $900
1920 Marmon 7-pass., ready to go, $1750
1919 Peerless 7-pass., 7700 miles, this car $700
1919 Olds 6 roadster, a real buy at $400
1918 Packard 6-pass. touring $600
1917 Studebaker, 5-pass., some car for $325
1916 Cadillac touring, in real nice shape $350
1916 Packard 6-38 5-pass., if you can't find what you want here, if you will buy it for $400

WESTERN MOTORS CO.,
1054 S. FLOWER ST.
Cash. Open Sunday. Terms.

AN AVALANCHE OF CARLOADS
OF NEW FORDS ARRIVING.
WE MUST HAVE ROOM.
PRICE ON EVERY USED FORD
CUT AWAY DOWN.
NO REASONABLE OFFER REFUSED.
A most complete assortment of Sedans, Coupes, Tourings, Roadsters, Delivery Cars, Trucks and Chassis—some nearly new—some very clean—and you KNOW that any car you select is
JUST AS WE SAY IT IS
SEE THEM AND YOU WILL BE
CONVINCED THAT THIS IS YOUR
REAL OPPORTUNITY TO
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W. D. DUNHAM, 1250 W. 7th.
Authorized Ford and Lincoln Dealer.
Open evenings, incl. service and parts. Sale-room open Sunday.

AUTOMOBILES, ETC.—Miscellaneous

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Why not buy at a great reduction before January inventory?

Come to our place, select your car and let us tell you our deferred-payment plan. It will surprise you.

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CHEVROLET BLOCK.
Figueroa at 37th Sts.
Where every dime is a baby dollar.

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1922 LINCOLN De Luxe Sedan	
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1920 OAKLAND tour. 7-pass.	
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1919 PEERLESS Tour.	
1918 MARMON Touring.	
18 PIERCE-ARROW limousine.	
1917 PACKARD twin 7-pass.	
1917 CADILLAC 7-pass.	
1916 CADILLAC 7-pass.	

WALTER M. MURPHY MOTORS CO.,
Used Car Dept.
Jefferson at Main.
Phone 62374. 926 S. Olive St.

TUPMAN'S BARGAINS.
SOME REAL SNAPS.

1921 Ford coupe, many extras, fine motor, excellent rubber and finish $425

1920 Sedan, new paint, fine rubber. Just overhauled. A real car for..$450

1921 touring. Speedometer, dash light, fine rubber. Does runs like this one, for $395

1921 truck, fine rubber, motor perfect $270

Ford starter, with delivery body. fine shape throughout. You can't beat this for $75

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TRADE YOUR CAR ON A LATE MODEL

1922 Paige 6B Sport, rebuilt, guar...$1975
1922 Hudson 3B, sport; like new.. 1475
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1921 Paige Larchmont; very good .. 1000
1920 Paige Larchmont spt., rebuilt .. 1050
1920 Paige Glenbrook 5-p. tour. .. 1050
1919 Paige 5-pass. Touring; rebuilt .. 800
1921 Chandler Touring; a steal .. 750
1922 Essex Tour. Fine condition .. 940
1921 Chandler Dispatch; air shocks .. 975
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1920 Hide Special 6, refinished .. 95
1918 Paige Roadster; a good car .. 325
1918 Ford touring. A-1 shape .. 100
1918 Dodge Tour., excellent; read. .. 150
A good Maxwell in good shape .. 75
Your Old Car Taken in Trade.

Many Others. Easy Terms.
PAIGE CO., 1127 S. Olive. Tel. 67288

THE "GO" STORE.
TROY MOTOR SALES CO.
OFFERS
TWENTY CARS
UNDER $500.
WITH A YEAR TO PAY.
"ALWAYS OPEN."
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The Westworth of the
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FORD, late model, Sedan, $425; Studebaker 6, 19 series, $600; model N Hupp touring, $250; Studebaker 6-4 touring, $350; 1919 Ford delivery, $225; 1917 Marmon-Knight Sedan, $400; 1920 Ford ton truck, $600; Gold truck, cab and body, $400; 1919 Buick roadster, $450. 4-01 MONETA

BUY YOUR FORD FOR THE NEW YEAR.

FORD SEDAN, 1921	$295 down
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FORD COUPE, 1923	$95 DOWN
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STAR USED CAR DEPT.
WE HAVE THE BARGAINS
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TERMS AND TRADE.
WALTER M. MURPHY MOTOR CO., INC.
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AUTOMOBILES, ETC.—Miscellaneous

NOTHING LESS
THAN A
BUICK
WILL DO—
ANYTHING MORE
IS
UNNECESSARY.
SEDANS.
COUPES.
TOURING CARS.
ROADSTERS.

All your needs and upon up to the present 1922 and even some 1923 models.

Our merchandise consists of the best the automobile market affords, both better in the whole State of California. Some are very slightly used and other that have been thoroughly reconditioned, refinished, and carry a guarantee that is a guarantee.

Our prices are the lowest in town. Our terms are very easy.

We also have many other high-grade, standard makes of automobiles to offer, at right reduced prices and terms absolutely unbeatable.

We sell you, "Value," each and every car we have to sell is a real Honest-to-Goodness Bargain. WE TRADE.

PAY US A VISIT
OPEN EVENINGS AND SUNDAYS.
BUICK EXCHANGE,
1132-1138 S. OLIVE.
PHONE 11127 or 11664.

RENEWED MARMONS
(Guaranteed)
LOOK BETTER, PERFORM BETTER,
COST LESS TO BUY AND
LESS TO RUN.

'22 7-pass. Suburban Sedan, has hardly been used. Wonderful buy.
'22 4-pass. Sport Sedan, low and smart. Fully equipped.
'22 7-pass. Sedan, the latest type. Perfect throughout.
'22 7-pass. tour., newly painted a soft gray.
'20 4-pass. Tour. A low rakish car. Wonderful performer.
'20 4-pass. Chummy. A popular style. Gray paint, green wheels.
'19 7-pass. Tour., complete rebuilt, new tires, new paint. A good buy.
TOP GRADE USED CARS.
'22 Paige 6B 4-pass Sport. Covered with blue Fabrikoid. Power gaines.
'20 Packard, 7-pass. Phaeton, perfect mechanical condition, smooth top.
'20 Peerless Sedan, a comfortable, dependable car. Entirely renewed.
'19 Cadillac Phaeton. A most dependable car. Perfect throughout.
'13 Pierce-Arrow 7-pass. tour., just right for stage work.

PELTON MOTOR COMPANY.
The Safest Place to Buy a Used Car.
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EVERY CAR ON THE STREET
IS A USED CAR.
This is the opportune time to obtain a DODGE BROTHERS' USED CAR at a price that is REAL HONEST VALUE. We are reducing our stock this week to make room for new. Don't wait. Do it now.
DODGE BROTHERS USED CARS.

1922 Production co

AUTOMOBILES, ETC.—Miscellaneous

Sedans for Sale.

OAKLAND 1919 6 sedan; new paint, motor perfect, tires good, upholstery clean. $650. Inquire HOWARD AUTO CO. OF L. A., 1212 S. Main. 82-180.

OVERLAND sedan 1921 in exceptionally fine condition. Only $850. OLDS USED CAR DEPT., 1120 S. Olive.

OAKLAND 6 sedan. A bargain. See this. TAYLOR, 1415 S. Main.

BICKENBACKER 1922 SEDAN.

Mechanically A1. General appearance almost as good as new. Equipped with 3 cord tires, tachometer, rear sight mirror and front stabilizer, at a very attractive price. Cash or terms.

Used Car Dept.,

LYON T. SMETTLER,
Hickey-Buckley Chevrolet Co.,
1332 S. Figueroa. Bdwy. 740.

HEARNE sedan, 1918. Fine silvertown cord tires. Has art spring bumpers front and rear. Drive mirror and back bar. Rubber floor mats; blue and look at the price, $1245. LYNN C. BUXTON, Hearne Jnr., 1630 S. Fig. W. 8000.

STUDE light 6 sedan, good. Terms. Trade. 1753 S. Olive. 60-3403.

BUICK, PEERLESS, 7-passenger, 1920 model, for quick sale, cheap. Good as new, just out of paint shop. Must sell. Party going East. Phone Main 2041 for appointment and demonstration. E. P. HUBNER.

1920 Sensal—good condition. Owner going away. Cheap for cash sale. 6262 MIRAMONTE BLVD. So. 5558-J

Electric Autos for Sale.

USED ELECTRIC BARGAINS

DETROIT BROUGHAM, double drive, late model; batteries, tires and paint first class condition $1250
DETROIT BROUGHAM late model with new batteries, paint, tires and charging plant $1750
DETROIT BROUGHAM light coupe model, new batteries, new paint, tires in bargain $1700

WE HAVE SEVERAL OTHER GUARANTEED BARGAINS from $300 UP.
KENDALL AUTO COMPANY
1925 S. Figueroa. West 9025

HAVE fine electric car for sale. Consider trade on lot. PICO 486.

Trucks and Delivery Cars.

RECONDITIONED
MACK TRUCKS

We have them in 2, 2½, 3½ and 5-ton sizes, completely overhauled, new rubber and guaranteed to be better than any truck you can buy for the money. Let us show you. Terms to suit. Some one-way cars have flat bodies and others dump bodies.

OTHER MAKES

The list includes a 6-ton Packard that has been rebuilt even to new cylinder blocks. This is a bargain.

We also have a 1½ ton Packard, a 3-ton Federal, a 5-ton White with dump body and still others, so if you are in the market for a used truck or any make you should see our offerings this week.

MACK INTERNATIONAL
MOTOR TRUCK CORP.,
2625 S. 7th St. Phone 10495.

FORD truck, 1922, with stake body and starter, almost new, high speed, has been driven only a few hundred miles, $535, easy terms. EVENINGS and SUNDAYS, J. A. NADEAU CO., FORD DEALER, 1106 E. SLAUSON. 90. 2269.

FORD TON TRUCK—Like new. Recently rebuilt in our shop. If you want a practically new truck at a big saving, drive this out. Terms if desired. W. D. DUNHAM, Ford Dealer, 1250 W. 7th. NOW IS THE TIME TO BUY.

FORD 1-TON TRUCK—
Extra well built express body and cab, demountables, cord rubber, Master brakes, A No. 1 condition. $60 DOWN. Model T 1922 ½ TON. 1015 S. OLIVE. Open 10c. & 30c. Days.

FORD truck, late 21, all new tires; has extra second unit for grain, good as good as new mechanically. $300; terms. LLOYD L. KING, FORD DEALER, 1201 N. Pico. Blvd. Over Slauson.

SAVE some nearly new dump trucks on steady truck for sale; satisfy your self; ride on truck and investigate job myself. Inquire 1201 N. Santa Monica Blvd.

FORD TRUCK WITH STAKE BODY $120
W. D. DUNHAM, Ford Dealer, 1250 W. 7th
NOW IS THE TIME TO BUY

FORD TRUCKS, $1.00 UP. 30 OTHER MAKES $300 UP. EASY TERMS. 707 E. 4TH ST. MA 9108.

FORD EXPRESS DELIVERY, $380
All ready for work.
W. D. DUNHAM, Ford Dealer, 1250 W. 7th.

NEW 1-ton truck, work guaranteed, NICH OLS-LOOMIS CO., 2000 Santa Fe Ave. Phone MR. MILLER.

WHITE 5-ton 4-cyl. stake $1250 easy terms 707 E. 4TH ST. at San Pedro.

1920 Republic truck, steel cased. Pneumatic tires. 246 S. TEMPLETON. 2nd457.

FORD 1921 stake truck, fine condition, for sale Monday. 717 CENTRAL AVE.

AUTOCAR 1919, $350, easy terms. 707 E. 4TH ST. at San Pedro.

Mobile commercial cruise camp 1634 S. MAIN ST

Auto Trailers.

TRAILER tents for tourists or autos $ and up. 4-wheel trailers for sale or rent $ and up. TRAILER CO. 1322 CENTRAL. 70-9

UTILITY trailers, new and second-hand, for sale or rent. UTILITY TRAILER SALES CO. 1429 S. Main St. Phone 27156.

FIRE TRAILERS for sale or rent, 2 or 4 wheels, new and seconds, all sizes. PIKE AUTO & TRAILER WKS. 701 E. 7th

TRAILER new, $300 one-ton 4-wheel trailer, $250. 1127 E. LEAVITT. 1150 S. Figueroa. Broadway 800.

TRAILERS 4 wheeled auto truck trailers for sale, cheap. 4317 ALHAMBRA AVE.

Automobiles for Exchange.

FREE TUBE
We stick out a Silvertown Cord tube in your SPEED TIRE CO
Will give a brand new tube if you buy your 30x3½ cord tire, regular price $23.75, and 32x3½, $25.00. 31x4 up to 37x5, $5.00. Any of our used tires, if not satisfactory in 90 days, pay 1-3 less and give us our tire.
Remember our address is
1838 S. MAIN ST.

WANT 2 Brunswick doors 4 skylights and brass lamp for 4-40 Hupmobile touring car. Hupp-Yeats Hupp White 9044 925 S. Hope.

NATIONAL touring, late model and cash for good car. HOLDEN & BELL, 1104 Bay Bldg. 740 Bdwy. 07281

EXCHANGE 1-room flats, fine condition, for bungalow or lots and assume. F. G. GILBERT, 1012 Bway. Bldg. 5685-08.

Automobiles Wanted.

WANTED—20 1921, 1922 and 1923 cars. We will pay $25 to $50 more than other dealer for late model cars not abused. Want popular makes like Ford, Chevrolet, Dodge, Hupp, Essex, Buick, Studebaker. If consigned for week or 10 days can get you $50 to $150 more than dealer can give you cash. No charges. Estab. 9 yrs. in Los Angeles under same firm in L. A. Call Princess 1376. 1922 S. Main. Pico 9041.

WANT a late model, high grade four-passenger car or roadster. Prefer Cadillac, Pierce-Arrow, Packard or Locomobile. Must be in fairly good shape. Will trade Imperial Valley at $1600 and pay balance in cash. W. Cornelius, 900 NO JUNE Phone 42300.

HIGHEST CASH PRICES
For any model cars. It will pay you to investigate. 1065 SO. OLIVE Open evenings.

WE PAY CASH ANYWAY
DON'T SACRIFICE your car. Kelley Kar Co. will get you $50 to $200 more in our new park. Investigate. 1212 S. OLIVE.

WANTED High-class 5-7-passenger closed auto as part payment on acre garden spot in Hesperia; up to at $2000 term, balance terms. SOUTH 5784-W.

WANTED—For cash, late Buick Sedan. Private. Studebaker must own. 64308.

WANTED—Late model Cadillac, open or closed; no L. L. MADDUX, 1038 S. Figueroa. Pico 2487.

WANTED—A Cadillac coupe, must be a bargain for cash. Address V, box 19, TIMES OFFICE.

DON'T let your car 'til you get equity for cash. 2827 CENTRAL AVE.

$25 MORE than dealer's price for late model car. 1317 GRAND. 82918.

WANT good late model car. No sedan. PEERL. 1027 S. Grand. Main 1497.

WE CAME WAITING FOR YOUR AD 1317 MAPLE. ANY TIME. 2254 S. MAIN

Automobiles for Hire.

DRIVE-ITSELF-WELL'S CARS—
STUDE, BUICKS $1 hour,
Anything from Pickards to Fords
$2 hour, day, week or month.
For short or overtime treatment.
The Original and largest auto
Renters on the Coast.
Below Rates for Fords $3 per hour
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ITSELFWELL AUTO RENTING.

DRIVING TO FORDS. Brand new cars, without drivers; any length of time; gas furnished; by mile, day, week or month. Take Broadway or Hill Street cars to door. J. L. BLODGETT. 152 West Pico. 12404.

CARS without drivers. Fearless Dimmitmet, Golden Pheasant, Cadillac touring, California top, 7-passenger Cadillac touring, California top, 7-passenger Dar, week or month. Rates reasonable. A. J. SELLSTROM, 1911 Lincoln. 55-0000

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NO MILEAGE
Fords without drivers, the cheapest, by hour, week or month. THE FORD LIVERY, 845 South Grand. Phone 10440.

AUTOMOBILES, ETC.—Miscellaneous

Automobiles for Hire.

CHEAPEST and most satisfactory way to rent. Get a FORD on our "buy back" plan. W. D. DUNHAM, Ford Dealer, 1250 W. 7th. Wil. 6098.

CAD. coupe for rent by the hour. Special attention and rates for all day party. Competent lady driver. PICO 4456.

CALL MR. BLEAK, Ivory 2812, for new 5-pass. sedan. Prices right, safest driver.

PICKERING limo. sedan, hour or day, special rate, wk. or mo. 5041S1

HUDSON 7-pass. sedan, owner drives, day, week, mile or trip. WIL. 6088

JORDAN 7-Sed., tonneau wind shield. Careful driver, reas. rates. PH. 298417.

FINE 6-cyl. 7-pass. touring car. Hour, trip or day. Owner, 5758600.

OWNER drives classy 1922 Hudson, Tonneau windshield. Reas. BDWY. 3812

FOR HIRE—Private car with driver. 702854.

Automobile Tires.

MICHELEN CORD TIRES
SOLD ON EASY PAYMENTS.
CREDIT TIRE CO. 220 W. 9th. Bdy. 681.

Auto Repairing.

FORD valves ground and carbon removed, $2. Factory mechanic. 1912 N. Bdwy.

VALVES ground, any six cyl. car, $3; other work reasonable. HOLLYWOOD 2821.

MOTORCYCLES—Bicycles

THE famous RANGER BICYCLES are here at wholesale prices, 30 days' free trial. Cash or time. Free catalog. 1123 S. Main.

ANGELS CYCLE & SUPPLY CO., 317 S. Main. Pico 385. Repair specialists Columbia bic.

INDIAN motorcycle wanted, late model. Write particulars to Box 1725.

FOR SALE—Emblem bicycle, fully equipped, fine condition, extras. Holly 7810.

HIGH-GRADE girl's bicycle in fine condition. 2521 7TH AVE.

TRACTORS—Farm Implements

RAMSON TRACTOR and PLOW $250. 240 E. 6TH ST.

FORDSON tractor, new motor, never run; also old motor, $250. SOUTH 2361

HORSES, MULES, CATTLE—For Sale, Exchange, Wanted

For Sale.

NEW YEAR'S GREETINGS FOR 1923.
LET US FACE THE NEW AND GREATER YEAR WITH CONFIDENCE. HAVING PROVED THE PEOPLE OF SUNNY SOUTHLAND FOR THE PAST 18 YEARS WITH SATISFACTION TO THEM AND MYSELF, I TAKE PLEASURE IN ANNOUNCING THAT THIS NEW YEAR DAY I WILL START IN WITH A FRESH SHIPMENT OF MARES AND HORSES FROM THE FAMOUS FORT UTAH, THE KIND THAT HAVE SATISFIED MY CUSTOMERS THROUGH ALL THESE YEARS, AND AT A PRICE THAT WILL MAKE THE PURCHASERS GO HOME AND TELL HIS NEIGHBORS HOW CHEAP HE BOUGHT THOSE REAL HORSES THAT WEIGH FROM 1400 TO 1800 LBS. EACH, ALSO SOME WELL-MATED TEAMS.
P. F. LITTLE,
147H SAN PEDRO ST. TEL. 80. 692.
THE HOME OF QUALITY HORSES.

FOR RENT—Good work mules, 400 each per month. Also feeding mules, broke to ride, water wagons, dump wagons, road rollers, in fact, anything you need in road building. PETER L. PERRY, 614 E. Acacia, Glendale. 473-J.

CARLOAD strictly fresh choice heavy-producing Holstein and Jersey dairy cows with calves. Five springers. Just arrived from Dallas, Tuberculin tested. 1901 S. VERNON AVE. South 5704. Station 7, and 26567.

FAIR 6-year-old 2100-lb. chunky ranch mares at good team at money this day. Pair 4-year-old geldings, weight 2100 lbs., $250 for either team. Phone BOYLE 1284 for appointment to go to ranch.

FINE Jersey-Guernsey cow; work mare; harness, wagon. 4 miles east Alhambra; cash. Must be sold immediately. CHAPMAN, corner E. 1st and Oak Drive, Sunland, Cal.

FOR SALE—7-gallon cow, 5-gallon fresh cow; heifer, fresh heifer, $95. Some other fine stock; tubercular tested, from ranch. 2825 E. 9TH ST.

FOR SALE—Fine big mules, broke to ride and drive; also 2 saddle horses. Inquire 1681 W. WASHINGTON West 4356.

$1500 CASH. Near Westlake Park. $500 down buys thoroughly modern 6-room two-story residence. Large lot, shrubbery. Must be sold immediately. CHAPMAN, corner E. 1st and Oak Drive, Sunland, Cal.

FOR SALE—Registered Tennessee gaited dun mare, 5 years old, 15 hands, broke to ride, drive and work single or double; sound and gentle; a real saddle horse. Also 2 mares, 1 gaited and 1 not gaited, broke to ride and drive. Will sell cheap for cash or trade for cattle. Address Box 1, Route 1, Box 1, Glendale, Cal.

FOR SALE—Registered Tennessee walking horse, 5 years old, 15 hands, broke to ride, drive and work single or double; sound and gentle; a real saddle horse. Also 2 mares, 1 gaited and 1 not gaited, broke to ride and drive. Will sell cheap for cash or trade for cattle. Address Box 1, Route 1, Box 1, Glendale, Cal.

FOR SALE—2 mares, $150. Harry G. Wilson, San Fernando. PHONE WILS. 8382

15 WORK horses and mares, weight 13-15 hundred, wagons, harness. Must see to appreciate. 2234 E. 7TH ST.

FOR SALE—4-yr.-old 2-wk. rich milker cow and calf $75. Will exchange for dry cow. 9171 N. MAIN.

AT GUENSEY cow for family or dairy use. Must be sold. 3961 W. 43RD PLACE.

$100—FAIR fine big mules, good workers, 110 S. INDIANA 287.

FOR SALE—If you have a horse or cow to move, call MAIN 1408. 600 E. 7TH ST.

POULTRY, PET STOCK—For Sale, Ex., Wanted

Poultry and Poultry Supplies.

TWENTY-FOUR fine White Leghorn pullets and White and Buff Rock pullets. E. M. Hemphill, 3RD ST. AND CLOVERTON AVE., Lawndale. (Or Hawthorne 3166.)

HALF chicks from the best flocks in the valley; guaranteed 11 p.m. Visitors welcome. THE WHITE LEGHORN HATCHERY, Pomona, Calif.

FOR SALE—White Leghorn, 8 hens, 1 rooster, 4 chicks. White fence, $15. Call Jas. Dowling, 1317 CARNELL AVE.

FOR SALE—Purebred Silverlak poultry, champion stock. 304 N. EVERGREEN. Boyle 5998.

FOR SALE—Genuine German police dog, registered, 1 year old. 3628 E. GRAND, bet. Figueroa and Mission, off Soto.

AT STUD—Imported German police dog. Pal 4 reg. 1926 E. GRAND, off Soto.

FRENCH Bull puppies, eligible for pedigrees. Ver. 8371. 1420 CHAMBERS ST.

BOSTON Terrier puppies, $35 and $50. $100 WALTON AVE.

FOR SALE, beautifully marked Boston Terrier puppies. Reasonable. 97320 YORK BLVD.

BEAUT. Red Pekingese puppies. Pal 9070 Hooper Ave. South 8068-J.

PEDIGREED Airedale dog sacrifice $37 S. HARTWOOD AVE. Pasadena.

BOSTON Terrier puppies, reasonable. 750 W. 52ND PL. 287104.

GENUINE Airedale puppies, 6 wks old. Accs. 4412 FINLEY AVE. nr. Vt.

FOR SALE—Pedigreed Airedale, year old. Sacrifice. 5025 S. DENKER.

Cats.

WANTED — Pedigreed Persian registered kittens or cats for Remington typewriter. or 53-7 MERIDIAN. Garvanza 3820.

HOUSES—For Sale

Miscellaneous.

FOR SALE—6-room house, $20 S. GRAND AVE.

FOR SALE BY
BOSCOE CONKLING JONES
MEMBER L. A. REALTY BOARD.

"It Adds Nothing To My Satisfaction That Another Shall Be Disappointed."

SEE THIS BARGAIN AT ONCE.
$550—$1200 down and $50 mo. 5-room bungalow, garage, near school, car line and studios.
SCOTCH CASTLE BUNGALOW.
$7000—$1000 down and $70 mo. 5 large rooms. Scotch castle style. Large garage. Wonderful location.
N. HOLLYWOOD BARGAIN.
$10,000, and $5750 handles it. This unrestricted lot alone is today worth $10,000, and think of it—5-room house with bath and 2 bedrooms, close to Hollywood Blvd., on lot 50x205, all for $10,500.
SOMETHING EXCEPTIONAL
$16,000—$4000 down, 9 rooms, 2 baths in Hollywood's exclusive residence section, north of Hollywood Blvd. Walls of Tiffany and hand-painted. Spacious grounds. Dble. garage.
ARTIST'S FOOTHILL HOME.
$20,000—$6000 down, bal. 2 yrs. Very unusual, and a sacrifice. Lot 80x182, faces east. Living and din-rooms each 20x24. 4 bedrooms, sleeping porch, 2 baths, 2 fireplaces, basement, fine furnace. 50 shadetrees, 7 outside doors, skylight, roof-garden. 2-room detached servants' cottage with bath. Wonderful shrubs, massive palms, fruits and nuts. Near Kingsley Drive and Franklin car.
MAGNIFICENT VIEW HOME.
2 acres. Ocean mountain and city view. Liv.-room 16x32, massive fireplace, furnace. Fruit nuts and beautiful trees and shrubs galore. Wonderful variety; chickens, peacocks, quail and poultry quarters. Near golf links and riding school. Most beautiful spot in Hollywood, near Griffith Park. Its charm and beauty cannot be described in words. It will look like $50,000 to you, but few will buy it, if taken before I move in.

A MOST COMPLETE LISTING OF
RESIDENTIAL TO $300,000.
INDUSTRIAL TO $600,000.
INCOME TO $400,000.
HOTELS TO $800 000.
HARBOR FRONT TO A MILLION.
BUSINESS CHANCES GALORE.
COUNTRY 1 TO 100,000 ACRES.

You say how much, what kind, and where, and we will submit to you a detailed list from which it will be impossible for you to fail to find something to your liking, and remember, when you come ready to look, a classy automobile will take you on tour and show you, without any cost to you.

For above and other good ones

"ASK THE MAN JONES."

"FACTS ONLY."

"WE SELL 'EM FAST."

SEND FOR FREE PAMPHLET
"CALIFORNIA FACTS."

BOSCOE CONKLING JONES.
3919 HOLLYWOOD BLVD.
LOS ANGELES

Phone Holly 6300, 4408 or 3926-48.

5-ROOM MODERN.
50-FOOT LOT ON FLORENCE AVE., JUST WEST OF MONETTA.
PRICE $5000 TERMS.

7-ROOM MODERN.
EAST 87TH ST. GOOD STREET. NICE HOME. 3 BEDROOMS. GARAGE. A BARGAIN.
PRICE $5500.
14107—CONWAY & GLEASNER.
1032 CITIZENS' BANK BLDG.

6-ROOM MODERN.
50-FOOT LOT ON FLORENCE AVE., JUST WEST OF MONETTA.
PRICE $5000 TERMS.

7-ROOM MODERN.
EAST 87TH ST. GOOD STREET. NICE HOME. 3 BEDROOMS. GARAGE. A BARGAIN.
PRICE $5500.
CONWAY & GLEASNER,
1032 CITIZENS' BANK BLDG.

HERE IS A REAL BARGAIN.
MAKE ME AN OFFER.
I MUST LEAVE LOS ANGELES AND I MEAN BUSINESS.
WILL SACRIFICE $10,000 OR MORE.
A 16-room, brick, modern flat house on corner lot 75x150 in the heart of Wilshire with 4 bedrooms, three baths, unit heating system, big basement, solid mahogany finish, oil and canvas walls, drop ceilings, wonderful sunroom, special fixtures, tiled kitchen and tiled roof. Don't delay. I won't be with you ten days from today. J. J. THEBES, Wil. 4951.

OWN YOUR OWN HOME

No payment down, 10c per cent, all the way. Can you save $15 per month above your present living expenses? If so you can acquire a $2500 home.
$20 per month acquires a $3000 home.
$24 per month acquires a $4000 home.
$30 per month acquires a $5000 home.
$40 per month acquires a $7500 home.
Interest low basis 6 per cent. For information address P. box 164. TIMES OFFICE.

TWO-STORY BRICK COLONIAL.
Right in the heart of New Windsor. 2 bedrooms.
A solidly built home of 8 splendid rooms. Corner hall arrangement. Lovely living and dining-room. Nice kitchen with tiled sink. Sunny breakfast room. Four cheerful bedrooms. Big lot. Double garage. Wonderful view. A snap. Wil. 4951. JAMES DONAHUE. Wil 4951. Wilshire corner Western.

PUT YOUR HOME IN HUNTINGTON PARK
THE IDEAL CITY OF HOMES
AND INDUSTRY
HINTON REALTY CO.,
REALTORS,
104 SOUTH PACIFIC BLVD.
HUNTINGTON PARK CALIFORNIA.

OWNER of beautiful Whittier home, value $25,000, will sell on easy terms and take part payment in vacant lots. SALTE G. WOLFF & CO., 740 S. Bdwy.

FOR SALE—Located at Burbank on boulevard to Hollywood, 5-room Spanish type house with garage, large rooms, attractive arrangement, fruit in bath, everything the latest, nearly 3.4 acre of ground; of course there is gas, water and electricity. Price $9500 with reasonable terms. IRVINE W. BIGGAR, 202 Union Oil Bldg. MAIN 1867

FOR SALE—New, mod. 5-rm bung., with breakfast nook; lot 50x140, with magnificent view; bet. car service at 1215 N. Ave. 57, cor Fullerton st. This avenue rapidly improving. Only $500 down, bal. $40 to $50 monthly. Pr. $4500. W. MATTHEWS, 2100 Douglas Bldg. Pico 4379.

$1000 CASH.
Buys an attractive home, new bungalow, 5 rooms and bath and screen porch. Lot 50x142 to alley. One block from car and school. All street improvements paid. $3650; $1000 cash, $50 per mo. R. H. EDWARDS, 1005 Hibernian Bldg.

FOR SALE—
About 5 blocks from 5th and Olive, 5 room house, 2 car garage. Owner, 1911 Bird. Lot 50x150. Price $12,500. Sub Agents.
McCONNELL & DEVEREUX,
Phone 626666 and Ex. Bank Bldg.

SACRIFICE by owner, $15,700, near Wilshire and Western, by old-owner and wife who are leaving for Europe; $3500 cash, $5000 cash will handle. Phone MR. MALONE. 5872209, eve. 590707

CLOSE IN 5-room bungalow, near Washington st. Modern and in good condition. 2 bedrooms and sleeping porch. Only $2500, terms. Inquire 1681 W. WASHINGTON West 4356.

$1500 CASH. Near Westlake Park. $50 per month buys thoroughly modern 6-room two-story residence. Large lot, shrubbery. Must be sold immediately. CHAPMAN, corner E. 1st and Oak Drive, Sunland, Cal.

FOR SALE—5-room house, one of the best hardwood floors throughout. Hand beaten etc. OWNER, 2238 W. 28TH ST. $12,000.

6-RM. modern, blt. 2x. A bargain, $4500, 5-rm., fine lot, 10th st., $3500. 6-rm. stucco, furn. complete, $6000, $1000 down, near this office. GUTHAM 1261 W. Washington, W. 3542.

5-ROOM bungalow, 2 bdrs. floors, double garage, and size lot just of W. Adams. $5200; $1000 cash, balance easy terms. 1427 W. 24TH ST.

5 ROOMS and bath. Beautiful, new and modern. Only $500 down, bal. to suit you. 2013 MONETA AVE.

HOUSES—For Sale

Miscellaneous.

EXTRAORDINARY BARGAIN.
8-ROOM
WILSHIRE HOME.
$2000 DOWN.
Beautiful corner lot, paved street, west of Western near Wilshire Blvd. Exceptionally large living-room, beautiful tiled mantel, dining room, combination sun room and breakfast room with fireplace, kitchen with tiled drain and built-in ice box, extra toilet downstairs, 4 pleasant bedrooms, one with lavatory, tile bath and shower; delightful awning covered sun deck on second floor; double garage and storeroom. Price $14,000 and will go quickly. Call Mr. Gaty.
BURTON & CO.,
Western Ave. at 10th St.
766-901.

$500 CASH, $50 per month, including interest. Brand new 5-room home. Auto. water heater, hardwood floors, big garage, ¼ block cars, 10 minutes from 7th and Broadway. Price $4250. Buy direct from owner. 712 PERSHING DRIVE. Take Stephenson Ave. car, east on 7th St. Remember it is close in.

PRICE $7500. TERMS.
6 rooms, hdwd. floors, 2 bedrms., built-in features, garage, large lot. W. 12nd.
PRICE $5000. TERMS.
5 rooms, modern, furnace, garage, fruit. Beacon st., near 10th.
PRICE $5100—TERMS.
5 rooms, garage and chicken corrals, fruit, block of car.
PRICE $4000—TERMS.
5 rooms, bath, floors, garage, built-in features.
PRICE $7500—TERMS.
7 rooms, modern, hdw. floors, garage, S.W. MARLOW, 419 Story Bldg. Main 1126.

FOR SALE.
NORTH WILSHIRE DISTRICT
Furnished Home.
Will sell unfurnished if desired. Only $7500, including house, lot and furniture.
$1800 or more cash as may suit purchaser, remainder easier than rent plan.
Excellent bungalow of 7 large rooms, strictly modern, hardwood floors, Real wood fence, garage. Good neighborhood near electric cars, schools, etc.
M. M. GRIGG,
4418 W. 2nd St. Phone Holly 7020.
At Western Ave. Res. Ph. 894-280.

IDEAL HOMES AND HOME SITES AT REASONABLE PRICES ON CONVENIENT TERMS. WELL LOCATED IN A FINE HOME-OWNERS' COMMUNITY; CONVENIENT TO NEW INDUSTRIES; WITH 5c CAR LINE.
JAS. B. JOHNSTON,
REALTOR.
116 SOUTH PACIFIC BLVD.
HUNTINGTON PARK CALIFORNIA.

PICK OUT THE HOME
I'LL HELP YOU BUY IT
If you have spare time or money over and above your present expenses I will help either finance the purchase of a home, or the purchase of a lot and the construction of a home. Interest and charge for service rendered will not exceed an average of 5% to 6 per cent for the entire loan period.
MR. PUTZ,
Second Floor 315 W. 6th st.

HOUSES FOR SALE—
Price $3600—$1500 cash, 4 rooms and bath, fruit.
Price $4850—$2000 cash, 5 rooms, bath, breakfast porch, garage.
Price $5000—$2000 cash, 5 rooms, bath, breakfast nook; also garage.
Also other good houses, lots, bungalow sites. 41271.
JOHN S. NEWMAN
4941 Huntington Drive.

OPEN FOR INSPECTION.
Five-room bung., $1000 down. Exquisite, exclusively well built. Oak floors, fireplace, tile bath, sun room; patio; large porch and garage, rock foundation. Inspect Sunday and New Years Day, 1 to 4:30 p.m. 5050 Rosewood ave., near Van Ness, or phone Mr. Brueger. Holly 2812.
SUNDAY, MERRICK & RUDDICK, Inc., 601 N. Western ave.

$12,500
A DANDY WHITE PLASTER CHALET NORTH OF HOLLYWOOD BLVD.
Owner, compelled to sell in ten days and has cut price $1000 for immediate action. Three lovely bedrooms, two tile baths, Venetian shades, solid mahogany high terraced lot with commanding mountain view. Near school, stores and cars. This one is a peach. Look it over Wil. 4951. JAMES DONAHUE. Wil. 4951

$10,500.
6FX, large rooms and sleeping porch. Oak floors throughout. Tile bath and sink. Very high ground. Wilshire district. A real buy. Act quickly.
THE McCARTHY COMPANY,
683 Union Oil Bldg. Bdwy. 2571; 63788

OWNER LEAVING CITY
25 MINUTES FROM 9TH AND BDWY.
REASONABLE PRICE
BARGAIN FOR CASH.
ARTISTIC 5-ROOM BUNGALOW, GAR. MINIATURE PK., 1050-1060, FINE SHRUBS CHOICE FRUIT. 1422 CARROLL AVE. BOYKA. CALL BETWEEN 11 AND 4.
PHONE ALHAMBRA 430-M.

OWNER leaving city will sacrifice 9-room home, just east of Western, near Wilshire Blvd. Will accept terms. Will also sell furnishings at bargain. This home has all oak floors, basement, furnace, double garage, large lot, has operating registered lot is a real home. For appointment call
RALPH W. HOYER & CO.,
1855 S. Western Ave. 730-238

6-ROOM modern bungalow, glassed-in porch, all hardwood floors, cement porch, large cement basement, built-in features, garage with side drive, lot 50x150. Price $6500, will want $2000 cash and $55 per month, int. incl. Can be seen after 2 p.m. daily at 3841 2ND AVE. Agents do not call.

$100 DOWN TOTAL PRICE $1625.
Lovely new cottage with one 12x14 room and one 8x14 room. Painted and ready to move in. Monthly payment like rent. Whittier Blvd. car to end of line. Walk one block to 5400 Whittier Blvd. Or take E. First st. car to Brooklyn and Rowan. Corner office, 4101 Brooklyn ave. LOFTUS LAND CO. offices.

WELL, sell my 6-room modern bungalow home, 5545 D'ARTE ST. N. of Vernon, 1 block to Watts car line 45 fare 20 min. to 9th and Main. Price $3700, $300 cash, $20 per mo. 8% interest. MRS. LAZARUS, 5808 S. Main. PE 296-657. Am going out on ranch and sacrificing property at this low price.

$8750
643 N. PLYMOUTH BLVD
New 6-room bungalow on high eighty cut front lot in North Wilshire district. 2 bedrooms, breakfast room, large comfortable porch. $2250 cash will handle. See it for inspection daily, 2 to 4. W. G. DICKINSON, Owner. Phone 12855.

NEW WHITE CEMENT

250 A. Granbery. Open daily.
Reduced from $11,500 to $9500.
Let easily worth $9000. Owner must sacrifice. GEORGE COLE.
Owner's agent. Wil 4473. Res. Holly 6412 A wonderful buy

NEW 5-room, 2-story house, lot 60x145, located 1½ blocks from Wilshire near Burton ave. Beautiful living and dining-rooms, 3 bedrooms upstairs, something out of the ordinary. $2000 cash payment; easy terms; price $14,000.
ROBERTSON REALTY CO.
4016 W. 8th st. 767961

BEAUTIFUL new 6-rm Moorish style bungalow on corner of Van Ness; conveys construction; double garage; beautiful flowers and shrubbery. Price $8500. A snap. GEO. C. PECKHAM. 1101 Hibernian Bldg. 65292.

$10,500
6FX, large rooms and sleeping porch. Oak floors throughout. Tile bath and sink. Very high ground. Wilshire district. A real buy. Act quickly.
THE McCARTHY COMPANY,
683 Union Oil Bldg. Bdwy. 2571; 63788

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25 MIN. FROM 9TH AND BDWY.
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BARGAIN 7-ROOM BUNGALOW
RENT BUT IN CITY.
Cheap at $7500. Price cut to $6500. Terms, all hardwood floors, Finely finished, cellar, furnace, blasted garage, paved alley. ELVIN & HADDOCK, 317 Haas Bldg. Phones 61582 or 28715.

SACRIFICE BY OWNER—$13,500 modern 6-room 2-story stucco with tile roof; near Wilshire-Western. 4 bedrooms, 2 tiled baths and tiling. Must be sold. Call MR. PARK 547230.

WILL TAKE $1500 less than cost to sell at once, elegant home, just completed. Tile sink and bath, tiled shower, automatic heater, hardwood floors. OWNER, 215 E. Ave. 41. Gar. 4718.

ONLY $1500 cash, double bungalow and single bungalow on one lot, on paved street, price $9750. Bdwy. 2134. INGRAM, 733 Consolidated Realty Bldg.

NEW 5-room bung. on Gatewood st., Riverside Dr. Gardens, wall bed; garage; modern. Real bargain $4000, $1000 down. Owner, 1739 KANE ST. 52546.

BEAUTIFUL Westlake residence, 11 rms., 2 baths, roof top; at $15,500, $5500 cash, let 50x150. Used for subletting. See MILLER. 555010

$13,500—CLOSE-IN buy, 10-room house, Westlake near 9th; lot 66x150 to paved alley. BOWKER & PACKER, 6th and Rampart. 558010.

ALL REALTY DEALERS not required to have license 1923. For particulars write CAL. STATE REALTY ASSN., Western Mutual Bldg., Los Angeles.

HIGHLAND PARK.
$5000, $18-0 down, 6-room modern bungalow, lot 41x149, with garage. 6211 E. 22ND W. AVENUE 24. Garvanza 1253.

FOR SALE—By owner, large 10-rm house with sleeping porch. 1433 GLENDAWN BLVD. $14,500. Phone 82974.

$500 CASH—5 large rooms, double garage, large cement basement, under house. Don't need the money. 6903 MONETA AVE.

$500 CASH, $50 per month, including interest. Brand new 5-room home. Auto. water heater, hardwood floors, big garage, ¼ block cars, 10 minutes from 7th and Broadway. Price $4250. Buy direct from owner. 712 PERSHING DRIVE. Take Stephenson Ave. car, east on 7th St. Remember it is close in.

PRICE $7500. TERMS.
6 rooms, hdwd. floors, 2 bedrms., built-in features, garage, large lot. W. 12nd.
PRICE $5000. TERMS.
5 rooms, modern, furnace, garage, fruit. Beacon st., near 10th.
PRICE $5100—TERMS.
5 rooms, bath, floors, garage, built-in features.
PRICE $4000—TERMS.
5 rooms, garage and chicken corrals, fruit, block of car.
PRICE $7500—TERMS.
7 rooms, modern, hdw. floors, garage, S.W. MARLOW, 419 Story Bldg. Main 1126.

FOR SALE.
NORTH WILSHIRE DISTRICT
Furnished Home.
Will sell unfurnished if desired. Only $7500, including house, lot and furniture.
$1800 or more cash as may su

GLENDALE—

For Sale, Ex., Wanted, To Let

OF THE

GLENDALE FOOTHILL HEIGHTS

NOW ENJOYING SQUARE

OUT OF A TOTAL 120 LOTS, SEVENTY-SIX ACTUALLY SOLD AND ALL BUT A FEW WERE SOLD TO BUSINESS PEOPLE AT OUR SALE HELD LAST SATURDAY AND SUNDAY. WE HAVE SEVENTEEN FOR A FEW WEEKS MORE

[illegible] STREETS, ONE BLOCK FROM [illegible] CAR LINE. LOTS LEVEL, SOIL RICH. SPLENDID VIEW OF ALL THE VALLEY.

[illegible] WITHIN A FEW MINUTES' WALK OF THE BUSINESS CENTER OF GLENDALE. NO TRADE-INS. NO TIME-PAYMENTS. NO CRAZY SCHEMES. A REAL PLACE TO BUILD YOUR HOME. CITY OF TODAY AND TOMORROW. PRICES MOST REASONABLE IN ALL SOUTHERN CALIFORNIA. $1100 TO $1500. EASY PAYMENTS. FOR HOMES OR PROFIT. YOU CAN'T BEAT THIS

[illegible] ACRE, WITH A BEAUTIFUL [illegible] PLACE

[illegible] COMPANY, [illegible] AND INVESTORS

[illegible] Broadway, Glendale

CHARLES R. GUTHRIE CO.,

SOLE AGENTS, at 130 W. BROADWAY.

PHONE GLEN. 1000, GLENDALE.

[illegible] $4000 $750 down, [illegible] $4000 $750 down, [illegible] $4000 $750 down, [

Los Angeles Daily Times.

JANUARY 1, 1923.—[PART I

SUBURBAN PROPERTY—
For Sale.

Inglewood.

INGLEWOOD.

FROM EVERY VIEWPOINT makes stronger appeal to the homeseeker, the investor, the booster, the manufacturer looking for a site, and to the investor in Southern California property with the best prospect of increased value, than any other city in Los Angeles county

INGLEWOOD is SOUTHWEST of Los Angeles, on the double-track line of the Santa Fe system. It is thirty minutes from the heart of Los Angeles, forty minutes from the harbor, twenty minutes from the beautiful beaches of Santa Monica Bay, all over paved boulevards. The finest in America. Inglewood's schools rank with the best in Los Angeles county, while even the standard of the United States, a spiritual life is cared for by thriving churches of all denominations. In community is one of finest American-ism, its ideals those which appeal to substantial home builders of the most desirable class.

REALTY VALUES IN INGLEWOOD are greater in comparison than those of any other community in Los Angeles. The city of Inglewood already is built up solidly to the southerly limits of Los Angeles, the most rapidly growing, the marvel city of the world. At its present rate of growth, with Inglewood right in the path of the biggest development, Inglewood five years hence will be the center of another million population, a community of sky scrapers where its modest one story structures now stand. The heart of Inglewood, relatively speaking, is to Los Angeles what 76th street and Central Park West is to the city of New York, where property values are reckoned by square feet rather than frontage.

FROM EVERY VIEWPOINT, spiritual, educational, locational, economical, climatical, industrial Inglewood makes a tremendous appeal. It is the most rapidly growing community in Los Angeles county, a city of homes and gardens, of churches and schools, of a climate which is a charm and a living delight every day of the year, of splendid community banks with the personal touch and sympathy like that between pastor and his people, of American home life the very best. The young man who goes to Los Angeles of now into Inglewood property, judiciously selected, is the certain family head of independence in the years of his prime, and the time in his ambitions are centered in the manhood and womanhood of his own parentage, at the time when he is ready to begin the real enjoyment of his life is in the happy environs of the Inglewood Chamber of Commerce to TELL THE WORLD THE TRUTH ABOUT INGLEWOOD.

INGLEWOOD CHAMBER OF COMMERCE,

INGLEWOOD, CALIFORNIA.

REALTOR
STUART A. CABIN
Members Chamber of Commerce Estate Agent
Office over Inglewood Savings Bank
108 E. Market st., Inglewood.

We are offering some homes at reasonable price and easy terms if coming to California and to have you with some of you can be sure and now to purchase a home elsewhere and when you buy in or near Inglewood you will always be satisfied to stay in that locality. It is the ideal climate, cool in summer and warm in winter.

We are headquarters for chicken ranches of all sizes, from 5 acres to 10 acres, stocked or unstocked, equipments for any amount of chickens. Write us or call in person for prices on any size ranch.

We have a number of listings of good income property small or large proposition, nothing that will be the cost per unit on their investment there will sell for reasonable payments down and small payments thereafter. We have 5 number of vacant lots for sale which would appeal to the investor. Write for particulars.

We have farm lands and citrus or walnut groves with young trees thereon; these farms or groves are sold with water in the right; price from $500 to $800 per acre, all planted with young trees, apricots, walnuts or citrus fruits, also bearing walnut groves for higher prices. Write us for other information.

If you want anything in real estate, anywhere, call or write us at your service for the asking.

5-ROOM house on splendid lot, fronting improved street. 5-room house in rear, chicken houses and bearing fruit trees. Priced for hurry up sale at $3200, on terms.

5 acres, well located, with 5-room modern house. Chicken equipment for 1500 hens. 100 hens go with place. 12 fruit trees. A snap for $3000 on terms of $600 down.

8-room house on ½ acre. Modern plumbing gas, electricity and water. 60 bearing fruit trees. 30 grape vines. Plenty of alfalfa. Price $4800. Terms.

An exceptional way to buy a modern apartment and earning frontage in the heart of Inglewood's growing business section.

INGLEWOOD REALTY COMPANY.
Established 1905.
Frank D. Parent, H. D. Mosier,
Phone 4. Phone 4.
130 N. Market st. 900 S. Market st.

MODERN 7 R plan home, 3 bedrms, sep. porch, H. & F. cellar, large half-acre garden, fruit trees, berries, flowers, fine lawn, 1 blk to bus, center, 2 main car lines and Bird. Owner widow unable to care for place. Price $9250, $1250 cash, balance easy. Or will consider clear Will sell furniture very reasonable.

We have newly loans ½ acre $600 to $2000 on easy terms; have 2 fine C. or Apt. sites for exchange. Send for list all over.

THORNTON REALTY CO., 211 E. Regent St. PHONE 319.

FOR SALE—Poultry ranches, ½ to 4 acres, in beautiful North Inglewood poultry colony where successful poultry raising is assured. Every city advantage. Small tracts by built to Los Angeles car, one minute walk from Inglewood high school. Terms. Apply to Los Angeles Realty Board, 607 Pacific Electric Bldg., or president of Cal. We know values. CARL F. GHEDIAN Realtor, 240 N. commercial st., Inglewood, Cal. Closed Sundays. Phones 534 and 233.

A BARGAIN in a neat little home place. Two bdrs, 3 rooms, poultry houses, pump and tank, barn, fruit, fine soil, improved street, near school and car. $1700, $300 cash, $20 monthly, including interest. Also elegant country home, 5 acres of fruit, chicken ranch, pump, paint, barn, garage, 100 hens, room for hens, extra fine soil, cow, $5,500. Terms. C. GRIFFIN, 201 Market st., at Regent.

BEFORE MAKING YOUR HOME in Southern California write H. C. Mitchell, Realtor, 300 N. Commercial st., Inglewood, Cal., for property, close in residential property, all sizes, prices and terms.

FOR SALE—$600.00 cash on two 40's, at Hawthorne, where things are moving; good schools and garage. Price $2500, very easy terms, next to car lines. Ft. PICO 226 or VER. 7371.

El Monte.

A BARGAIN in ranch property in El Monte district. 25 acres set to walnuts, ¼ mile from producing oil well. Situated on 2 blocks. Fine grammar school adjacent. Some of the best water right in state. Electricity and gas. Worth $2000 to $2500. Will sacrifice, $1,200 cash. FIGUEROA INVESTMENT CO. 2122 S. Figueroa. Phone South 6217.

Lankershim.

FOR SALE Or rent, 20 or more acres, plenty of water Lankershim, 634 E. 42nd pl. Phone South 5492-R. M. L. DYER.

Sierra Madre.

TWO fine beautiful lots bargain. C. R. DOAN 1240 S. Hope. 8307, 8370.

Monterey Park.

FOR SALE By owner, new furnished bungalow 4 rooms and bath, hardwood floors, electric washer, sewing machine, chicken house, rabbit hutches, fruit trees, lawns, flowers, small cash deposit required. Price $50 0. Box145 adjoining 8 1145, lemons, shade, fruit trees. small deposit down. $1501. 2136 RURAL DR., Monterey Park.

4-ROOM house at 2206 HUNTINGTON AVE. Garage, chicken yard or school.

Monrovia.

FOR EACH —In beautiful Monrovia, 9 rms., onehighly finish 1½ acre lot on 3 imp. sts. Fruit, flowers fine view $18,000 O. F. SMITH, 810 Wright & C. bldg.

FOR SALE— 7 or 4 acres orchard, good house, barn, also 4 acres of bare land. F. J. REITZ. Owner. Monrovia.

Rivera.

RANCH Whittier and Riviera district, 23½ acres in walnuts and peaches. 2 small houses. Sell or trade for Los Angeles property. A. R. REHNKE, 120 North Greenleaf Whittier Phone 90-0, Whittier.

San Fernando.

POULTRY RANCH COMPLETE—3 acres on Blvd., new 5-room, garage, garage equipment for 1500 hens and 1500 chicks. Excellent buy $9000, $2500 cash.
MUNN & POPPELMAN,
210 S. Brand Blvd., San Fernando.

South Pasadena.

$5.00 6 room corner colonial Best material, day labor 25 min. ride. Floor heaters, tile bath, shower, lawn sprinklers $1300, balance terms. OWNER, 251301

HUMMAKER REALTY CO
Rentals and sales,
215 Pine Oaks Ave. SOUTH PASADENA. Com. 6th.

SUBURBAN PROPERTY—
For Sale.

Van Nuys.

44 ACRES fine soil, about 30 acres bearing orchard consisting of cling peaches and Royal apricots, improved with fine residence and out bldgs. Cost about $10,000. This orchard will pay for itself in 4 years with proper management. Near town, on car line and Blvd. Offered for $40,000. Part cash.
JAMES R. GOLDSWORTHY,
Corner Sherman Way and Irwin St.,
Phones 172 and 248 Van Nuys, Calif.

40 ACRES fine land, modern 2-story house and other out buildings, aqueduct water, near town, car line and schools. Improvements up-to-date & fine soil and a bargain at $22,000. Part cash.
JAMES R. GOLDSWORTHY,
Corner Sherman Way and Irwin St.,
Phones 172 and 248 Van Nuys, Calif.

Whittier.

5-ROOM bungalow, $6500. 519 N. MILTON AVE. 10641.

Watts.

WHY BUY where water floods the street and street cars are a block away, when where prices are not inflated. We have our 5-room, strictly modern bungalows for sale on terms $4000 cash, $30 month, int. 7% only $3500. Another new 5-room strictly modern, cannot duplicate in Los Angeles for $4500; price for this beauty only $3900; terms $500 cash and $30 mo. Come, see. R. E. WADE, 124 W. Melvin, Watts.

FOR SALE—By owner, 5-room modern bungalow, lot 50x132, to alley, bearing fruit trees, flowers, large shed, chicken coop, garage. Terms or cash. HARPER'S GROCERY STORE, 900 Melvin Ave. Watts. Go off car at Elcost.

BEACH PROPERTY—
For Sale

Huntington Beach.

BUNGALOW court, furnished, 8 units, 4 garages, income $205 per month. Price $5000, half cash, bal. terms. This is a steal. Requires quick action. Owner 221 13TH ST. Phone 1934, Huntington Beach, Calif.

Long Beach.

SPECULATORS, ATTENTION!

N.W. corner Third st. and Del Rey Court, between Chestnut and Cedar, in heart of most active business section of Long Beach. Near City Hall and other skyscrapers. OWNER, 2919 Hollywood Blvd., L. A. Holly 6356 or 44081 evenings 596948.

HIGHEST NET CASH OFFER

BY NOON, JANUARY 5, GETS IT.

FOR SALE If wanting RIGHT PRICED HOME or RESIDENCE property in BEAUTIFUL, SNAPPY, OLD AHEAD LONG BEACH, it will PAY YOU to go to HOWLAND, BROOK BLDG. 948 AMERICAN AVE., LONG BEACH.

FINE large business corner | for the best close-in business corner in the city for the price. In fact, there is no better for hotel, bank or store site. See Monday at 1602 E 6TH ST., Long Beach. GEO. A HOLDEN. Phone 814281.

Hermosa Beach.

FOR SALE $8000 Splendid residence of 7 rooms, handsomely furnished; modern; garage. On large corner lot; two blocks of the ocean, in the best residential section. $4000 cash will handle.

$6000—A beautiful bungalow of 5 large rooms and sun porch; hardwood floors, all built-in features, with a few feet from the water front. This is a bargain. $1000 cash required.

KIBLER & THOROUGHGOOD,
Hermosa Ave. at Pier ave. Hermosa Beach

FOR SALE Three of 60 lots, all of part at special selling price. Easy payments; also some small acreage at $250 per acre if sold at once. R. H. HILS, 215 MANHATTAN PLACE. Tel. 560658.

Redondo Beach.

FOR SALE—$5000 A splendidly located 10-room house with bath, two lavatories, five bedrooms, garage with two cars. Excellent for boarding and rooming house. $2500 cash will handle.

$7600—A bargain in elegant residence or income property, two houses, one 7 rooms, modern, and 2 rooms; 2 garages, large lot 70x150. Only two blocks from the Esplanade.

KIBLER & THOROUGHGOOD.

117 S. Pacific ave. Redondo Beach.

FOR SALE—

REDONDO BEACH.
The Ideal Home Town.
Front door to Palos Verdes Estates.
Redondo Beach offers to the "HOMESEEKER AND INVESTOR" the greatest opportunities for enjoyment of any town in Southern California.
TODAY.
R. E. CARTER, Tent 10 P.O
Redondo Beach Cal.

WILL pay highest prices for Redondo View lots. Size each and terms. 920 LINCOLN BLDG. Los Angeles.

2 REDONDO Villa lots, $200 each OWNER, P.O. box 715, Los Angeles.

HARBOR PROPERTY—
For Sale

San Pedro.

LEISEL, eighty lot, near 19th and Gaffey $150 cash, terms on balance. 1319 E. 27TH ST., L. A.

Wilmington.

FOR SALE—Wilmington's population is increasing 1000 per month You opportunity to build and sell. Lots $500 up
J. W. WRIGHTMAN,
728 Story Bldg. 8 Additional 1000 44108.

COUNTRY PROPERTY—
For Sale

NEW TRAIL GREETINGS

"CARLSBAD BY THE SEA."

The year 1923 was kind to us. With a great part of the country suffered from frosts early in the year, we were fortunate to escape. Our spring crops were very productive and brought fine prices. Our winter crops are coming on for harvest, bringing fine returns, and naturally we are happy and the future looks rosy.

Our population just about trebled in 1922, and we know that with all the things already in sight for the New Year, our community is up and coming.

Every day buyers from other South ern California points are taking over Carlsbad lots and lands, new homes are going up, and many new industries are under way

We firmly believe that land prices are going much higher as there is only about a month of this "Wonder land," and not near enough to go around.

Make no mistake about this. Prices will have to advance soon. See us at an early date. For maps, folders, prices, etc. call on or write

SOUTH COAST LAND COMPANY
910 Garland Building
Los Angeles, Cal.
or see
CHESTER CRAIG, Agent, Carlsbad, Cal.

CALIFORNIA FARM LANDS BUREAU.
900 Merritt Bldg.
Phone Pico 1156. 508 S. Spring,
Los Angeles, California.

An organization associated with the Chamber of Commerce of California throughout the State and co-operating with over 70 associated representative cities in California, each a specialists on his locality.

Our free information department has on file maps, data and literature available in every county in California, and will gladly advise you as to the best locality to meet your particular needs and financial resources.

Our associated representatives have listed with us various properties of every description from one acre to 10,000, which they have personally inspected and from which knowledge of their particular locality, know them to be up to our exacting standards.

We will submit for your further investigation complete information and prices of any properties desired in any locality in the State. We may already have exactly what you want. If not our entire organization will endeavor to find it for you. Possibly this extensive free service may aid you in finding EXACTLY WHAT YOU WANT and save you much needless time and expense.

COME TO HEADQUARTERS

FOR SALE OR EXCHANGE
10 ACRES, FONTANA SECTION
PLANTED to LEMONS and GRAPEFRUIT—MODERN 7-ROOM BUNGALOW GARAGE—SEVERAL OUTBUILDINGS 150 HENS AND TWO HORSES. ALSO FULL EQUIPMENT.

PRICE $13,000. MORTGAGE $4000

WANT PROPERTY IN LOS ANGELES TO FULL VALUE OR EQUITY

C. V. SIMPSON,
W. M. GARLAND CO.
749 SOUTH SPRING STREET
MAIN 500 1058

FOR SALE—OR EXCHANGE—One of best ranches in SAN JOAQUIN VALLEY 125 acres, fifth miles north of Bakersfield, near Algaugh, Tulare County Level, fully fenced and cross fenced, half with barb wire, all under irrigation, ample water, concrete piped from three deep wells, ready for dairy or hog operation on big scale Customary houses and buildings, for experienced tenant, and stock. A splendid investment at land rock price and upon liberal terms. Further information upon evenings at 1 p.m. in person. HARROPE APE, Sales Manager, Great Western Improvement Co. 720 Consumers Bldg. Los Angeles, Cal.

ONLY 9 miles from San Diego, 1 ranch with running water, great quantities of fine oak trees, and many springs of cyclers, did water, 30 acres in citrus fruit and English walnuts, an apiary, fine chicken equipment horse barn, dairy barn, tool shed, ranch house two modern 5-room the bungalows and bunk house, horses cattle, hogs and equipment of every description, to operate a high-class stock farm, 1000 acres under cultivation, of which 100 acres can be put into alfalfa. For detailed information see OSCAR A. HART Realtor, 1002 Hunt st. Los Angeles or 309 U. S. Bank San Diego.

WE SPECIALIZE
IN
FARM PROPERTIES
THROUGHOUT THE STATE.
WHY NOT GET EXACTLY
WHAT YOU WANT?
W. A. HEITMAN CO.
W. P. Rice,
Merritt Bldg. Pico 1156. 8th & Olive.

FOR SALE $100 AN ACRE, 240 acres level land in Mentone Valley, four miles from Redlands, half vacant land fine for alfalfa, grapes deciduous fruit or general farming, balance in orange trees. Abundant water, sandy loam soil Unusually easy terms, or will take part trade Send for map showing location. M. PRATT, Chamber of Commerce Bldg. Pasadena.

FOR SALE—
20 acres, choicely located on Lankershim Blvd Complete water system installed, direct connection with aqueduct on northeast end of property Subdivision map of 40 acres recently located for subdivision purposes Terms. Limited time at this figure

P. G. SHELBY
1012 Story Bldg.

$6 to $10 RANCH on blvd, proven fruit orchard, also 1100 ft. 2in. from cross bearing pears, olives, pomegranates, berries, grapes, figs, pumping plant, mountain spring, piped to house and orchard; want walks 2 m. from famous hot springs Wonderful sanatorium site. Priced right Consider L. A. exchange or vicinity. Owner 2029 N. GRIFFIN Tln. 578

FOR SALE—OR EXCHANGE—
FINE PASO ROBLES ALMOND RANCH 10 acres 8 miles east of Paso Robles ranch includes 500 acres of fine bearing almond and prune trees 5 to 7 years old. Will trade equity or will sell for small cash payment down, balance easy. Courtesy to agents. MARSHUTZ, Owner, 227 W. fourth st. Phone 57710

FORTUNES being made by land investors in L.A. Angeles county, Cal. Large, beautiful homesites only $295 in Alpine Spring (Harold,) may make you independent. Raise bears, grapes, poultry, etc. All 5 rights included. Easy terms. Write or call today. L. J. COLE, owner, 842 Pacific, Long Beach, Cal.

FOR SALE Eleven-acre ranch at Yorba Linda, Cal. on Pacific Electric line six-year-old lemon trees. Rich ground. No frost. Water stock. Half oil rights reserved. Must sell at once. Price $10 0 0. Inquire 415 N. KINGSLEY DR. Los Angeles, Cal.

DAIRY RANCH

61½ acres, 45 miles from city, all implements, stock, 5-r modern house, $30,000. Will take bungalow as first payment.
C. A. INY CO. 208 W. 2nd st.

FOR SALE—Or Exchange—Modern dairy ranch, month in alfalfa, plenty of cheap water, Buildings, 18 cows, hay farming implements, 200 hens. Good income. Want small poultry or fruit ranch, clear for equity. Price $16,000. BOX 43-A, Rt. C, Tulare, Cal.

FOR SALE—
5-room home, 4½ acre bearing peach orchard at Alameda, on highway Well, garage Only $10,000.
R. DEVEREUX,
Phone 129888 Security 6c ring.

20 ACRE ranch, all or part. MRS. M. P. WALL, Rosamond, Cal.

COUNTRY PROPERTY—
For Sale

FOR SALE—
GENTLEMAN'S COUNTRY HOME
and
COMBINATION STOCK RANCH.

This famous old ranch comprising over 8000 acres, lying 20 miles east of San Diego, is being offered for sale for the first time in over 20 years. It is one of the most beautiful spots, as well as productive ranches, in the Southland. Connected with the paved highway by private road built by owner at cost of $8000, it is most accessible, still by topography is virtually isolated from surrounding properties—hence a most exclusive, quiet home, with three large reservoirs holding $50,000 gals., furnish present water supply. Two creeks flow through ranch, supply ample water for stock and other purposes, while numerous springs abound. The rim of the valley is dotted with beautiful live oak trees. The ranch is fenced and cross-fenced.

The improvements are ample and exceedingly good. Could scarcely be reproduced for $20,000. Owners residence known as the "Lodge," has 12x30 adobe walls; 7 spacious rooms and bath, is beautifully finished and sets on a knoll giving fine view of valley and surrounding mountains. Superintendent's house of 7 r. and bath Bunkhouse with club r. and shower bath. Big galvanized iron horse and hay barn, concrete basethree silos, granary, milk house and cattle sheds. Scientific hog house, etc. Also several domestic wells with windmills.

Several hundred head cattle and hogs can safely be carried, and as a combination stock, hay, fruit and grain ranch it double if not equal can be found in Southern California; while to the man who wants short, this property affords much, does are plentiful; also small game, such as quail, wild doves and rabbits.

There are now approximately 250 head of cattle, including 2 registered bulls, over 100 hogs, some 20 head horses, a full equipment of tools, implements and mechanical devices for tractor. The price for this splendid property complete is $150,000. Consider some choice Los Angeles or Chicago income on cash basis.

C. B. STARR, Sole Agent, 11691.
821 Chapman Bldg., Los Angeles.

25½ ACRES
THIS LAND IS FINE FOR GRAPES AND OTHER CROPS. IT IS SURROUNDED BY ORANGE GROVES. WILL EXCHANGE FOR L. A CITY OR WILL SELL CHEAP
CONWAY & GLEASNER.
14197. 1023 CITIZENS' BANK BLDG.

FARMS for sale in the San Joaquin Valley, by the state of California. Walter Packard, superintendent of the Delhi State land settlement will be in Los Angeles Chamber of Commerce parlors Tuesday until Saturday of this week to explain to inquiries terms and conditions of purchase of farms offered for sale by the State. ELWOOD MEAD, Chief Division of Land Settlement Department of Public Works.

FOR SALE—Good land in California is limited Much of the State is rock or sand. When you buy patented deed land in one of the five agricultural valleys in Southern California you are getting a real investment with sure profits as years pass. For the products of these lands must feed the rapidly increasing population. 160 acres and up, $175 per acre. Write
CHAS. H. PRICE 401 Van Nuys Bldg.

TEN acres for $700; only $50 cash, $10 a month; 30,000 acres now planted to almonds and fruit. Wonderful climate and scenery. Ten miles from city. Ten prunes grapes or other fruit, and he is dependent. A good crop of bearing before the crop on the land. All for need now is $50. Act quick.
W. S. RUTHERFORD, 512 Crant Bldg., L. A.

FOR SALE—
320 acres, fine level grape, fruit and alfalfa land two miles from Riverside, Water, Price $110 an acre You can't beat it. Owner leaves.
McCONNELL & DEVEREUX,
or Security Bank Bldg.

FOR SALE—Small tract highly improved orchard land, fine soil well located, plenty of water, Ventura County. Will bear strictest investigation. Priced to sell. Terms P. O BOX 734 OXNARD California.

SAN FERNANDO Mission Lands with aqueduct water at $400 per acre absolutely the cheapest good land in California. BLUE & MANN 255 Metropolitan Theatre Bldg., Los Angeles. Phone 60766.

$ SPLENDID Ventura county ranch 1¼ miles from Oxnard 120 acres, good buildings, running water, fruit land, ½ interest in 200 acres, $300 per acre. TITLE INSURANCE BLDG. 6th & Spring.

CHEAP thirty-five acres adjoining Pinkridge, suitable for subdivision, acres room house, double garage, orchard, 5 acres bearing fruit trees. Address R. box 94, TIMES OFFICE.

FOR SALE—10-acre full-bearing orange grove 5 acres navels, 5 Valencias, Violets Heights. Price $15,000. Terms. Price $15,000. Not touched by frost. GEO. C. PECKHAM, 1107 Hibernian Bldg. 65392.

FOR SALE Or trade, for income property. Two sections of first-class, level plains land, north of Amarillo, all tillable and improved 8. V. ANDREWS, Spearman, Texas.

FOR SALE—$1500 buys 50 A near Mint Canyon blvd. close to Acton; 2 cabins, rolling land, rich soil, fine for fruit, chickens, etc. Owner, 1000 Baker st. Address G. 5728 CAMEFORD STREET.

FOR SALE—700 acres all land on State highway and Southern Pacific railroad station, school, etc. Price $65 per acre, terms. Box 26 ATHLONE, Cal.

DAY by day; in every way, you are missing a good buy if you don't see our 5 to 40 acre farms at Hawthorne. $250 to $500 per acre.
H. R. BURNS, 612 Merchants Nat'l Bank.

12½ ACRE ranch, 9 acres in alfalfa, abundance of water, cement flumes, fourth st. action. A bargain, price $9500; CEO. C. PECKHAM, 1107 Hibernian Bldg. 65392

FOR SALE 160 acres, $1350 Near Willows and the rod-peeler, 200 cords wood tan bark, 100 acres fine land, 40 cultivated.
P. SMITH, 810 Wright & Callender Bldg.

FOR SALE SOUTHERN PACIFIC RAILROAD LANDS. LONG TERM PAYMENTS LAND DEPT. 829 STORY BLDG.

FIVE acres of vineyard with opportunity to share in profit of additional 2400 acres without cost. Call 827 STORY BLDG.

Coachella Valley

20-ACRE RANCH
In Coachella Valley with buildings irrigated, 6 acres grapes, bearing, Date garden of alfalfa. Soap, Tennis. Owner, P. O. BOX 750, Arcade Station, Los Angeles. Main 1141.

Hemet.

FOR SALE—20 acres, all in alfalfa, improvements, artesian water for irrigation. 4 12-inch pipe lines running across the entire acreage. Commission to agents. 2 A. WILCUT, 539 H. W. Hellman Bldg. Phone 149-44

Imperial Valley.

ONE of the finest improved ranches in Imperial Valley consisting of over 900 acres, ready to make of Brawley and one mile of Holtville. 600 acres in alfalfa, balance in various crops all fenced and cross-fenced, splendid improvements, good concrete buildings, fine irrigated property on clear for clear basis, or will assume a reasonable amount and accept mortgage. Price $250,000. JOHN H. STARRETT, Wells Bldg., San Diego, Cal.

Mexico.

FOR SALE—10,000 acres choice sugar cane and winter garden land with water, rainfall in winter 20 in., winter vegetables now ready for market. Near California, Station, Mex. Have parties going down soon.
CHAS. H. KENT.
701 Haas Bldg.

A FARM in the new American colony in the rich belt of Mexico on easy monthly payments. Write for particulars. MEXICO, P. O. box 682, Los Angeles.

San Joaquin Valley.

FOR SALE—
STANISLAUS COUNTY RANCHO.
300 Acres.

SPLENDID FRUIT AND ALFALFA LAND, and is reached by a cement paved road Eight miles from Modesto, Cal One of the best watered sections of the State being in the
TURLOCK IRRIGATION DISTRICT.
100 acres, Tuolumne River bottom land, unequaled for prunes, pears and other fruits. Such developed ranches in this community valued at $1000 or more per acre.
WE OFFER THIS RANCH AT A VERY CHEAP price for a short time on liberal terms. Might accept half value in Los Angeles income property, or would lease it for five years to responsible rancher.
THE QUALITY OF THE LAND, WITH PLENTY of water, its ideal location, would make it a splendid dairy ranch. Further information, call or write

R. C. MITCHELL COMPANY,
Suite 618 Van Nuys Bldg. Phone 60817.
Los Angeles, Cal.

San Fernando Valley.

BUY acreage in the San Fernando Valley, in the city of Los Angeles, now At $300 to $800 per acre. At our advice. We have 321 in large and small tracts; improved and unimproved.
STALEY LAND OFFICE
Room 600 Hollywood Security Bank Bldg.
Hollywood, Cal.

Kern County.

FOR SALE OR EXCHANGE—$7000. 40 acres in nuts, co. Pumping plant and well necessary, building, etc. $300 N. Dillon, Fresno. Phone WH. 6881.

COUNTRY PROPERTY—
For Sale

Pomona.

POMONA BUSINESS PROPERTY—
Pomona Business Property Frontage values are today lower than in any city in Southern California of similar size and importance. Inasmuch as Pomona is now making the greatest development and the most rapid increase in population in her history, and important therefore, at this particular time in Pomona business property is a safe and an assuredly profitable investment. Local parties recognizing the present comparatively low prices at which Pomona income business property can be purchased during the past seven months, through THE J. A. FITCH AGENCY, Pomona, have purchased business property in Pomona totaling over $200,000 consideration, $200,000 cash sale transactions. Among these sales are the following, all two-story brick business blocks: The Dunman block, the Midgley block, the Yorba block and the Cole block Another important deal in Pomona business property very recently consummated by J. A. Fitch is the purchase by Messrs Bowers & Company and A. S. Kraker, Pomona merchants, of a fine business lot in Pomona, 60x120 feet in dimensions, located at the N.W. corner of 2nd and Garey avenue, on which property they propose erecting a modern business building in the very near future. Have in present several Pomona business properties for sale, exclusive listings, first-class investments, located in the busiest business section of Pomona, which offer to discriminating cash investors, at attractive low prices. Twenty years continuously selling Pomona business property, Pomona residence property, orange groves and country property at Pomona.
J. A. FITCH, 12 Union Blk,
Pomona, California.

FOR SALE—Dairy, 2 acres, 5-room modern bungalow, variety fruit, two silos, large barn, milk house, garage, two-double unit milkers, boiler and all dairy equipment; 46 A No. 1 cows testing better than 4% butter fat; also registered Holstein bull. Address Box H, TIMES AGENCY, Pomona.

Fresno.

SPLENDID opportunity to get 40-acre ranch near Fresno, partially cultivated. For details, 1415 ARAPAHOE ST., L. A.

San Luis Obispo County.

10-ACRE tracts, good fruit land, $10 down $10 per month; price $25 per acre; 1-4 acre business and house lots, $5 per month; plenty of water; beautiful location, growing town, adjoining Paso Robles, Cal. FINANCE AND REALTY CO. 529 Security Bldg.

Upland.

UPLAND BUSINESS PROPERTY—
Have recently sold a two-story business block. At self attractive price, $16,700. I here offer for sale another splendid property in Upland. Owner's interest calling him East he wishes quick sale and will accept $14,000 cash. Modern 2-story pressed brick block. Best business location. Present income over annual taxes, insurance, etc. 11% net on price, $18,700. Part down, easy terms No exchange. Exclusive sale.
J. A. FITCH, 12 Union Blk, Pomona.

FOR SALE 140 acres, $1350 Near Willows and the rod-peeler, 200 cords wood tan bark, 100 acres fine land, 40 cultivated.
P. SMITH, 810 Wright & Callender Bldg.

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Upland.

UPLAND BUSINESS PROPERTY—
Have recently sold a two-story Upland business block. At self attractive price, $16,700. I here offer for sale another splendid property in Upland. Owner's interests calling him East he wishes quick sale and will accept $14,000 cash. Modern 2-story pressed brick block. Best business location. Present income over annual taxes, insurance, etc. 11% net on price, $18,700. Part down, easy terms No exchange. Exclusive sale.
J. A. FITCH, 12 Union Blk, Pomona.

EASTERN, NORTHERN PTY
For Sale, Ex., Wanted, Etc.

Wanted.

WANTED—

EASTERN OWNER'S ATTENTION

With our Eastern connections we are in a position to get you cash or exchange your Eastern property for Los Angeles and Southern California.

We have choicest list in the city of income properties, residences, suburban and country property to offer you.

Call or write and give up a full description of your Eastern and we will give you quick action.

We have specialized in Eastern exchanges for the past ten years. Agents submit.

R. M. GALE CO.
620 SO. SPRING ST. PICO 4260.

FOR EXCHANGE — 1100-ACRE alfalfa ranch. The best of soil, choice location and cheap water for irrigation. Properly managed will produce $100,000 yearly. Price $350,000, only $110,000. Will take eastern for equity. This is your chance to move to California.
J. G. DELOZIER, 205-A North Brand, Glendale, Cal.

WANTED—Owners of Eastern property: If you wish to exchange your Eastern property for Los Angeles income, see me for results.
JOHN C. NASH,
97720—715 Pac. Ptg. Bldg.—97720.

WANTED—Eastern property for Southern California. Write full description and we will match it for you.
A. J. WARD REALTY COMPANY,
829 C. C. Chapman Bldg. 13858.

WANTED—Clear eastern and northern for first-class improved city and country properties in So. Cal. R. W. CROWE, 627 Story Bldg.

WANTED—Houses and lots, bungalows only Small payment down, property taken care of and rents collected. Write JENSEN, 1410 Essex st., city.

WANTED—Chicago flats to bung. for Hollywood dbl. and 2-room house; good income. HOLLY 4806.

SAN DIEGO PROPERTY—
For Sale, Ex., Wanted, Etc.

FOR SALE—Close-in apartment-house income and furnished apartment-house investments with 12-year lease at $450 per month, also first-class and building one of the best in city. Price $12,500. You may learn about this and opportunities from owner who has lived there for 20 years. 2002 First Ave., San Diego. WILLIAM & IREY Realtors.

FOR EXCHANGE Clear San Diego for Los Angeles property. What have you?
A. J. WARD REALTY COMPANY, 829 C. C. Chapman Bldg. 13858.

160 ACRE vineyard on high-st. $95,000. 219 HOLLY SECURITY BLDG 424478.

GOVERNMENT LANDS

REAL ESTATE—
For Exchange
Miscellaneous.

FOR EXCHANGE—
FINE CHR. HOTEL & STORE BLDG.
Near Vermont, on 10th st. Includes vast modern furniture. Rent value $750. Price $75,000. Mortgage $20,000. Mr. Wilson on premises. Hotel Dept. 2402 S. West 10th.

BUNGALOW COURT, EAST HOLLYWOOD. Fully furnished. Very attractive. Nets owner 8 and dandy. Monthly $500. Rental value $6600 year. Price $40,000. Mortgage $25,000, 5½. See Mrs. Richards, Mgr., 4806 Normal.

4 CREAM PLASTERED 4-PLAY.
10 rooms in better-built home. Lovely lot, facing S. cor. Normal ave. & Lucile. Price $40,000. Mortgage $15,000, 5½. Mrs. Richards on premises.

14 APARTMENTS.
All newly furnished and rented year; present income; must bring owner within half month. Rental value over $400; price $75,000. Mortgage only $30,000, 6½. Mr. Kelleher, 927., on premises. 924 Gill Wadsworth.

For above want local or eastern. Pier for Chicago, Detroit, Kansas City or Cleveland. Commission to agents. Send in your written propositions.

WM. H. VATCHER, Owner,
3420 Citizens National Bank Bldg.
60219. Main 2258.

6 ACRES, 65 miles N. of L. A. 5-room house, barn, 2 flowing wells, sandy loam soil on main road. Price $1750. Terms. Phone owner, 1 to 5 p.m., 1227 S. HILL.

FOR EXCHANGE—$5 miles N. of L. A. 5-room house, barn, 2 flowing wells, sandy loam soil on main road. Price $1750. Terms. Phone owner, 1 to 5 p.m., 1227 S. HILL.

FOR EXCHANGE—Modern bungalow, 5 rooms, sleeping porch, garage, fine location, close in; value $7500; will take lot as part payment. Owner, 1227 S. HILL.

BUNGALOW COURT, EAST HOLLYWOOD. Fully furnished. Very attractive. Nets owner 8 and dandy. Monthly $500. Rental value $6600 year. Price $40,000. Mortgage $25,000. See Mrs. Richards, Mgr., 4806 Normal.

4 CREAM PLASTERED 4-PLAY.
10 rooms in better-built home. Lovely lot, facing S. cor. Normal ave. & Lucile. Price $40,000. Mortgage $15,000, 5½. Mrs. Richards on premises.

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FOR EXCHANGE—Modern bungalow, 5 rooms, sleeping porch, garage, fine location, close in; value $7500; will take lot as part payment. Owner, 1227 S. HILL.

REAL ESTATE—
For Exchange
Suburban Property.

FOR EXCHANGE—I have a large list of Suburban ranches for city property.
A. J. WARD REALTY COMPANY, 820
C. C. Chapman Bldg. 13503.

Country Property.

FOR EXCHANGE—
Beautiful country home, 4 acres, all in choice fruit trees. Or rated tenderloin in the Los Angeles district, $12,000 cash. Owner wants bungalow, duplex or flats, and will assume difference.
HELLUM, with the FRANK MELIND CO., Hollywood Office, 6777 Hollywood Blvd. Phone Holly 781.

FOR SALE OR EXCHANGE—160-ACRE RANCH IN LOS ANGELES CO., GOOD WATER RIGHT, FINE SOIL, LEVEL LAND, IDEAL PRUNE OR GRAPE LAND. PRICE $150 PER ACRE. WHAT HAVE YOUR WILL ASSUME. AGENTS SUMMIT. PREFER FURNISHED APARTMENTS OR HOTEL 60 APT.
ELVON W. SMITH,
HOWE BLDG. 207 DELTA BLDG.

FOR EXCHANGE—ONE OF THE BEST equipped dairy and alfalfa ranches in So. Cal. Fine home, large barns, silos, with three and an unlimited supply of cheap irrigation water. Located on a paved highway near a city with 100,000 population. Price $125,000. Will consider income or eastern. up to $75,000.
J. G. DELBRIDGE, 216-A North Brand, Glendale, Cal. 1724.

FOR EXCHANGE—80 ACRES, NO MORTGAGE, 20 ACRES NEAR SEATTLE, VERY GOOD BUILDING; FINE SOIL; EVERY THING IN EXCELLENT CONDITION. WANT PROPERTY IN SOUTHERN CALIFORNIA. WILL ADD CASH OR ASSUME. AN OPPORTUNITY SELDOM OFFERED.
C. A. WOLFE, 1020 CENTRAL BLDG.

FOR EXCHANGE—10 acres fine arable or fruit land, with 2 shares water stock, located 20 miles east of Los Angeles, convenient to electric car, school, etc. $2500 clear. Will trade and assume or pay difference for Los Angeles or vicinity. OWNER, JAMES GRENFELL, 1008 Byrne Block, cor. 3rd and Broadway. 15835.

HIGHLY improved acre, 4 rooms, bath, electricity, water, no fog. Wonderful view. Was: eastern near N. Y. C. or acreage to $4000, small mortgage. MRS. REDS. 1083 Citizens National Bank Bldg. 10718. Main 2505.

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TO LOAN—
Money

Money on Salaries, Collaterals.

QUICK money to people steadily employed. No indorsers or security necessary.
403 HAAS BLDG. 7th and Broadway.

Money on Diamonds, Etc.

DIAMONDS, JEWELRY, LIBERAL LOANS. Old and Reliable. No misrepresentation. Diamonds are safe left with us. Diamonds kept bank safe deposit vault. Interest very low, 1½ yrs. same building. References, any bank or jewelry firm.
KUSEL LOAN CO.,
306-7 Stimson Bldg., 3rd & spring. 63208.

LOANS ON
DIAMONDS AND JEWELRY.
ALSO ON LIBERTY BONDS.
FURS, WATCHES, SILVERWARE.
AT LOW RATES OF INTEREST.
BUSINESS STRICTLY CONFIDENTIAL.
OLD RELIABLE.
PROVIDENT LOAN CO.,
408 CHAMBERLAIN BLDG. PHONE 12102.

MONEY TO LOAN ON DIAMONDS—
WATCHES, JEWELS—LOWEST RATES. PRIVATE, RESPONSIBLE. REST 52 YRS.
A. R. COSIN & BRO.,
ROOM 302 NEW PANTAGES BLDG., COR. 7TH AND HILL STS.
BANK REFERENCES. PHONE 62620.

MONEY TO LOAN on diamonds, jewelry, furniture, oriental rugs and other personal property. Courteous private, confidential. References: Leading banks and jewelers. LOWEST RATES. ESTABLISHED 1861.
MARKWELL & COMPANY,
302 CITIZENS NAT. BANK BLDG.

LIBERAL LOANS ON DIAMONDS, LIBERTY BONDS. All loans kept in bank safety vaults. ASK YOUR BANKERS ABOUT THE PROVIDENT PLEDGE LOAN CO., 331 Union Oil Bldg., cor. 7th & Spring.

Money on Automobiles.

MONEY won't buy happiness, but it will buy many of the things that help to make life happier. The lack of a little money makes much unhappiness.

WE ARE GLOOM CHASERS

Drive you car to the G. S. DONALDSON INVESTMENT CO., where you will secure a loan at a low rate of interest and we charge no insurance. Courtesy and efficient service assured. All transactions strictly confidential.

Find out at your bank who we are.

G. S. DONALDSON INVESTMENT CO.
Pico and Hill. 63436.
Evenings 1903 S. Olive. 824-010.

"A big institution where
little things count."

LOOK BEFORE YOU LEAP.
DON'T LOSE YOUR HEAD.
Chattel mortgages and lease contracts are dangerous instruments in unscrupulous hands. IT IS NOT GOOD BUSINESS PRUDENCE to borrow money without refinancing from an old established, efficient organization with high financial rating. Thousands of clients now realize that a personal or unethical policy is to mark the friendship and esteem of its patrons! IS IT NOT REASONABLE TO ASSUME that a corporation which has its OWN IMMENSE CAPITAL underwriting its risks in its subsidiary, quarter-million-dollar chain of branches, whose corporations, could grant its patrons lower monthly rates? IS IT NOT CONVENIENT to drive into a big garage and gain free wills, courteous check room service? Call number and WRITE YOUR CHECK! Why not investigate the J. L. BLODGETT PLAN? 2nd Floor West Pico Street 63902. Open Evenings.

INDIVIDUAL AUTO LOANS—
HIDE WHILE YOU PAY.
We loan cash to individuals on private cars without removal from their possession, in easy installments WHILE YOU RIDE.
We also finance private sales or rewrite contracts to reduce payments.
METROPOLITAN FINANCE CORP.
1215 S. Main St. Phone Pico 1500.

AUTO LOANS

TO INDIVIDUALS.
ANY MODEL CAR. ANY AMOUNT. ANY PROPOSITION. Confidential. NO DELAY. Reasonable rates. Refinance. Financial Director, Fri. and Saturday.
CONNER, 525 W. 9th. Phone 10400.

MONEY ON AUTOMOBILES—
WE LOAN MONEY TO INDIVIDUALS on automobiles at liberal rates and payments. We handle your loan confidential and reduce your monthly payments.
L. L. BAXTER,
AUTOMOBILE FUNDING & INSURANCE.
1794 S. Flower st. Phone 21000.

AUTO LOAN—Private sales financed. Payments reduced. Borrow from us and save the difference.
A. L. LANKER CORPORATION,
1160 S. HOPE ST.

AUTOMOBILE LOANS.

CASH IN ANY AMOUNT
at reasonable expense. We refinance contracts, extend payments and finance sales for dealers or individuals. Drive in. Investigate. Office open until 6:30 p.m. 1227 S. HILL.

DRIVE IN.
GET OUT OF TRAFFIC.
Quick loans without in trance or delay; accommodations. ALLEN & COX, 311 S. spring st. 65863. Open until 9 p.m.

PRIVATE party loans on auto. Lease contract payments reduced. Deals between private parties financed. Delinquencies aided. THORNTOWN, 4363 S. FIGUEROA.

MONEY WANTED—
Real Estate and Collaterals

WANTED—$20,000 loan on fine Hollywood bungalow court. Very attractive. Rent value $350 mo. 4506 Normal.

WANTED—$15,000 loan on cream piano moved 4-6st. bldg. Large lot. 4W. corner Normal & Madison. Rent value $300 mo.

WM. H. VATCHER,
1083 Citizens National Bank Bldg.
10718. Main 2505.

WANTED—Money on 1st Trust Deed—$500—3 years, 8%. I will offer after inspection to carry on my property (like of a series of 60 notes $500 each of same date. Priority and maturity equally secured by First Trust Deed to Title Insurance and Trust Company. Property is 66x190 feet, with operating hotel of 50 rooms, offices, parlors, dining room, etc., centrally located on Figueroa, corner of 7th. Hotel Marengo. Value $65,000 to $70,000 with cash note you get the insurance policy, $500.
W. MATTHEWS, 210 Douglas Bldg.
Pico 4379.

WANTED—$40,000 on 50x100 and five room apt. on Western and Franklin; leased $6000.
$13,000 on $35,000 new court on $5x150 Dr. Longyear and Vine. $750 rent.
$6500 on Pico nr. Flat bldg., 82x, nr. Vermont. Income $250 mo.
$45000 on $12,000, 60x250 and two houses. $700 rent. Hoover.
$3000 on $10,000, an 8 per cent building loan to very responsible owners.
$20000 on $40,000 and 7 and 5-rm. bungalows. Hollywood Way.
$2150, 9 per cent, on $8500, 10-year-old Beaumont choice apple and pear orchard, complete irrigation, ready for crop. $2000 on $5500 S.W. 5-room bungalow.
FATTEE CO., 606 S. Hill. 66485.

WANTED—A loan of $7000 from private party. Will give as security a first mortgage on my new 16-room white stucco four-family flat building. Interest 8%. Call 418 WEST 52ND ST., L. A.

WANTED—$15,000, three yrs., 8%, on beautiful new stucco bungalow court. 416 W. Santa Barbara ave., near Figueroa. Lot 80x127. Val. $40,000. AMERICAN MORTGAGE CO., 1047 S. Hill st. 61967.

WANTED—$4000, three yrs., 7%, on 4 room and sun. 4-room bungalow. 706 W. 54th st. Val. $10,000. AMERICAN MORTGAGE CO., 1047 S. Hill st. 61967.

WANTED—$5,000 on first mortgage, 5 to 10 years, on shopping apartment bldg. Cooling $70,000. No safer loan. Was ever offered in Los Angeles. For particulars, call 1008 Chamberlain Bldg. 62436.

WANTED—$30 0 at 8%, on two-acre fruit and poultry ranch, with 6-room house, at Ramona acres. AMERICAN MORTGAGE CO., 1047 S. Hill st. 61967.

WANTED—Ten Stanley Matthews for 5 per cent mortgages, $1,000 to $5,000, 40 per. Attention on owners homes. Building Finance Ass'n., 412 Laughlin Bldg. 822291.

$3500 FOR 3 yrs., first mortgage, improved property close to Hollywood Blvd. OWNER, P. O. BOX 1, COMPANY.

726-31 Black Bldg. Pico 2926.

RELIABLE woman wants to borrow $1000 for 90 days. Has new Koala Automobile for security. Address A. box 516, TIMES OFFICE.

$6,000 AT 7, on 4-flat bldg., worth $15,500, at 2574 W. 8th st. Let along party $4000; all but agents see it and phone MAIN 176 Sunday, 54580.

WANTED—$6000, first mortgage, private residence, worth $20,000. 2 Shatto Boulevard, Los Angeles. Owner occupies addr. A. box 464, TIMES BRANCH.

$2500, 7%, on sound Colonial bungalow, Hollywood way; close to car. Owner, 1126 GARDEN. Wisconsin 419. 913 S. Vermont Ave.

WANTED—To borrow $250 for 6 mo with pay $10 for use, also 10% interest. Security 1st class. Address box 1409, TIMES BRANCH.

WANT one of $10,000 at 8 per cent and one for $7,500 at Imperial Valley land worth $27,500. Telephone 74018 at 1215 S. Main St. Phone Pico 1500.

WANTED—$15,0 or $2000 on 10-acre improved vineyard; will pay interest and good bonus. Address P. box 90 TIMES OFFICE.

WANTED—$2500, first mortgage on new Glendale bungalow and garage, cost $5000, secured by owner. Address B. box 482, TIMES BRANCH.

WANTED—$4000, three yrs., 7% on 5 room and sun. 4-room bungalow. 706 W. 54th st. Val. $10,000. AMERICAN MORTGAGE CO., 1047 S. Hill st. 61967.

WANTED—$5,000 for 3 yrs., at 7%, secured by good industrial property, valued at $20,000. Commission to brokers. PHONE owner.

WANTED—$2500 mortgage on $5x5 d. Vermont, cost $5000, low built. Address X. box 431, TIMES BRANCH.

MONEY wanted to loan on city and suburban property. Low rate. No agents. MR. BLYTHE, 626 Pacific Finance Bldg.

$12,000 on cone in industrial property, worth $25,000. Sound loan. Owner 935 Title Ins. Bldg. Betsy. 4995.

I AND 6% for four years, secured by 1st deed of trust on lot. 627 WESTERN AVE. 71 AL. LIPPS BLDG.

WANTED—$4,000 at 7% on an $18,000 Wilshire residence, lot 60x180. Call M. C. PHILLIPSEN, 597 1st.

WANT $1500 for 2 years, on bungalow, value $5500. 220 W. 9TH.

$5000, 7%, 5-ROOM new bungalow. 720 E. 79TH ST. 597055.

WANTED—$2500, first mortgage. $412 7TH AVE.

$2 ,000 1st mortgage 5%, on bungalow worth $8000; 80 Commission. 626711.

I HAVE some choice loans on Hollywood property YEAGER. Holly 544.

MORTGAGES—
Trust Deeds

TO INVESTORS—
When you wish to buy First Mortgage on Real Estate, consult our Bond and Mortgage Department. We handle both large and small amounts.
Bond & Mortgage Department.
SUNDAY, MERRICK & RUDDICK, Inc.
408 S. Hill St. 821-166.

WANTED—We will buy your real estate mortgages, trust deeds, contracts, quick action. Correspondence or call.
FRIENDLY & FITBUSH,
1004 Van Nuys Bldg. 821917.

$14,500 1ST 8 PER CENT.
$500 COMMISSION
Security 60 acres oranges, lemons and vines. Just sold for $80,000. Location near Redlands. Title Company ready.
F. M. SIMPSON,
10718. 1083 Citizens Nat. Bk. M. 2505.

BUY trust deeds, also make second loans to private parties on their own property. Call or address 1st floor, 324 S. F. NYSEWANDER, 319 Pacific Finance Bldg. Phone 820125.

$30,000 AT 7%
$1500 COMMISSION
180-acre vineyard, worth $100,000
F. M. SIMPSON.
10718. 1083 Citizens Nat. Bk. M. 2505.

WANT short time loan of $10,000 at 8 per cent. No commission, on 600 acres, worth $40,000, in the San Jacinto Valley. Address C. box 428, TIMES BRANCH.

WANTED—$2,000, three yrs., 8% on beautiful new 6-room bungalow on Clinton st., near Dalton ave. Val. $5500. AMERICAN MORTGAGE CO., 1047 S. Hill st. 61967.

WANTED—$5,000 for 3 yrs., at 7%, secured by good industrial property, valued at $20,000. Commission to brokers. PHONE owner.

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10718. Main 2505.

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W. MATTHEWS, 210 Douglas Bldg.
Pico 4379.

$4250 AT 7%, first mortgage, on new, beautiful 6-room stucco, Wilshire district, 4 A. ROBIN & BRO.,
ROOM 302 NEW PANTAGES BLDG., COR. 7TH AND HILL STS.
BANK REFERENCES. PHONE 62620.

MONEY TO LOAN on diamonds, jewelry, furniture, oriental rugs and other personal property. Courteous private, confidential. References: Leading banks and jewelers. LOWEST RATES. ESTABLISHED 1861.
MARKWELL & COMPANY,
302 CITIZENS NAT. BANK BLDG.

LIBERAL LOANS ON DIAMONDS, LIBERTY BONDS. All loans kept in bank safety vaults. ASK YOUR BANKERS ABOUT THE PROVIDENT PLEDGE LOAN CO., 331 Union Oil Bldg., cor. 7th & Spring.

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WE ARE GLOOM CHASERS

Drive you car to the G. S. DONALDSON INVESTMENT CO., where you will secure a loan at a low rate of interest and we charge no insurance. Courtesy and efficient service assured. All transactions strictly confidential.

Find out at your bank who we are.

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HIDE WHILE YOU PAY.
We loan cash to individuals on private cars without removal from their possession, in easy installments WHILE YOU RIDE.
We also finance private sales or rewrite contracts to reduce payments.
METROPOLITAN FINANCE CORP.
1215 S. Main St. Phone Pico 1500.

AUTO LOANS

TO INDIVIDUALS.
ANY MODEL CAR. ANY AMOUNT. ANY PROPOSITION. Confidential. NO DELAY. Reasonable rates. Refinance. Financial Director, Fri. and Saturday.
CONNER, 525 W. 9th. Phone 10400.

MONEY ON AUTOMOBILES—
WE LOAN MONEY TO INDIVIDUALS on automobiles at liberal rates and payments. We handle your loan confidential and reduce your monthly payments.
L. L. BAXTER,
AUTOMOBILE FUNDING & INSURANCE.
1794 S. Flower st. Phone 21000.

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1160 S. HOPE ST.

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LIBERAL LOANS ON DIAMONDS, LIBERTY BONDS. All loans kept in bank safety vaults. ASK YOUR BANKERS ABOUT THE PROVIDENT PLEDGE LOAN CO., 331 Union Oil Bldg., cor. 7th & Spring.

Money on Automobiles.

MONEY won't buy happiness, but it will buy many of the things that help to make life happier. The lack of a little money makes much unhappiness.

WE ARE GLOOM CHASERS

Drive you car to the G. S. DONALDSON INVESTMENT CO., where you will secure a loan at a low rate of interest and we charge no insurance. Courtesy and efficient service assured. All transactions strictly confidential.

Find out at your bank who we are.

G. S. DONALDSON INVESTMENT CO.
Pico and Hill. 63436.
Evenings 1903 S. Olive. 824-010.

"A big institution where
little things count."

LOOK BEFORE YOU LEAP.
DON'T LOSE YOUR HEAD.
Chattel mortgages and lease contracts are dangerous instruments in unscrupulous hands. IT IS NOT GOOD BUSINESS PRUDENCE to borrow money without refinancing from an old established, efficient organization with high financial rating. Thousands of clients now realize that a personal or unethical policy is to mark the friendship and esteem of its patrons! IS IT NOT REASONABLE TO ASSUME that a corporation which has its OWN IMMENSE CAPITAL underwriting its risks in its subsidiary, quarter-million-dollar chain of branches, whose corporations, could grant its patrons lower monthly rates? IS IT NOT CONVENIENT to drive into a big garage and gain free wills, courteous check room service? Call number and WRITE YOUR CHECK! Why not investigate the J. L. BLODGETT PLAN? 2nd Floor West Pico Street 63902. Open Evenings.

INDIVIDUAL AUTO LOANS—
HIDE WHILE YOU PAY.
We loan cash to individuals on private cars without removal from their possession, in easy installments WHILE YOU RIDE.
We also finance private sales or rewrite contracts to reduce payments.
METROPOLITAN FINANCE CORP.
1215 S. Main St. Phone Pico 1500.

AUTO LOANS

TO INDIVIDUALS.
ANY MODEL CAR. ANY AMOUNT. ANY PROPOSITION. Confidential. NO DELAY. Reasonable rates. Refinance. Financial Director, Fri. and Saturday.
CONNER, 525 W. 9th. Phone 10400.

MONEY ON AUTOMOBILES—
WE LOAN MONEY TO INDIVIDUALS on automobiles at liberal rates and payments. We handle your loan confidential and reduce your monthly payments.
L. L. BAXTER,
AUTOMOBILE FUNDING & INSURANCE.
1794 S. Flower st. Phone 21000.

AUTO LOAN—Private sales financed. Payments reduced. Borrow from us and save the difference.
A. L. LANKER CORPORATION,
1160 S. HOPE ST.

AUTOMOBILE LOANS.

CASH IN ANY AMOUNT
at reasonable expense. We refinance contracts, extend payments and finance sales for dealers or individuals. Drive in. Investigate. Office open until 6:30 p.m. 1227 S. HILL.

DRIVE IN.
GET OUT OF TRAFFIC.
Quick loans without in trance or delay; accommodations. ALLEN & COX, 311 S. spring st. 65863. Open until 9 p.m.

PRIVATE party loans on auto. Lease contract payments reduced. Deals between private parties financed. Delinquencies aided. THORNTOWN, 4363 S. FIGUEROA.

MONEY WANTED—
Real Estate and Collaterals

WANTED—$20,000 loan on fine Hollywood bungalow court. Very attractive. Rent value $350 mo. 4506 Normal.

WANTED—$15,000 loan on cream piano moved 4-6st. bldg. Large lot. 4W. corner Normal & Madison. Rent value $300 mo.

WM. H. VATCHER,
1083 Citizens National Bank Bldg.
10718. Main 2505.

WANTED—Money on 1st Trust Deed—$500—3 years, 8%. I will offer after inspection to carry on my property (like of a series of 60 notes $500 each of same date. Priority and maturity equally secured by First Trust Deed to Title Insurance and Trust Company. Property is 66x190 feet, with operating hotel of 50 rooms, offices, parlors, dining room, etc., centrally located on Figueroa, corner of 7th. Hotel Marengo. Value $65,000 to $70,000 with cash note you get the insurance policy, $500.
W. MATTHEWS, 210 Douglas Bldg.
Pico 4379.

$4250 AT 7%, first mortgage, on new, beautiful 6-room stucco, Wilshire district, 4 A. ROBIN & BRO.,
ROOM 302 NEW PANTAGES BLDG., COR. 7TH AND HILL STS.
BANK REFERENCES. PHONE 62620.

MONEY TO LOAN on diamonds, jewelry, furniture, oriental rugs and other personal property. Courteous private, confidential. References: Leading banks and jewelers. LOWEST RATES. ESTABLISHED 1861.
MARKWELL & COMPANY,
302 CITIZENS NAT. BANK BLDG.

LIBERAL LOANS ON DIAMONDS, LIBERTY BONDS. All loans kept in bank safety vaults. ASK YOUR BANKERS ABOUT THE PROVIDENT PLEDGE LOAN CO., 331 Union Oil Bldg., cor. 7th & Spring.

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Drive you car to the G. S. DONALDSON INVESTMENT CO., where you will secure a loan at a low rate of interest and we charge no insurance. Courtesy and efficient service assured. All transactions strictly confidential.

Find out at your bank who we are.

G. S. DONALDSON INVESTMENT CO.
Pico and Hill. 63436.
Evenings 1903 S. Olive. 824-010.

"A big institution where
little things count."

TO LOAN—
Money

Money on Salaries, Collaterals.

QUICK money to people steadily employed. No indorsers or security necessary.
403 HAAS BLDG. 7th and Broadway.

Money on Diamonds, Etc.

DIAMONDS, JEWELRY, LIBERAL LOANS. Old and Reliable. No misrepresentation. Diamonds are safe left with us. Diamonds kept bank safe deposit vault. Interest very low, 1½ yrs. same building. References, any bank or jewelry firm.
KUSEL LOAN CO.,
306-7 Stimson Bldg., 3rd & spring. 63208.

LOANS ON
DIAMONDS AND JEWELRY.
ALSO ON LIBERTY BONDS.
FURS, WATCHES, SILVERWARE.
AT LOW RATES OF INTEREST.
BUSINESS STRICTLY CONFIDENTIAL.
OLD RELIABLE.
PROVIDENT LOAN CO.,
408 CHAMBERLAIN BLDG. PHONE 12102.

MONEY TO LOAN ON DIAMONDS—
WATCHES, JEWELS—LOWEST RATES. PRIVATE, RESPONSIBLE. REST 52 YRS.
A. R. COS

BUSINESS CHANCES—
Of Many Kinds

Business—Classified.

RESTAURANTS AND RESTAURANTS—From $150 up. We specialize in these in and out of CITY. PACIFIC BUSINESS EXCHANGE, ROOM 483, 124 W. 4TH ST.

LUNCH COUNTER, DOWNTOWN; LEASE; CLEANS $800 MO.; MUST SACRIFICE; $3400. TERMS. 811 STOCK EXCHANGE BLDG., 639 S. SPRING.

LUNCH ROOM at Baldwin Park, doing $80 up daily; rent $22; seats 22; price $1000; terms to suit. 510 Delta Bldg., 420 Spring.

LUNCH room. The best paying one in the city, at 151 WELLER ST.

LUNCH ROOM—Handy industrial location; rent $40, lease $700. Hurry. 510 DELTA BLDG., 426 spring.

MACHINE SHOP in Los Angeles, should join with established trade. Will sell for invoice, $8000; $2000 cash, balance 5 per cent of income. For part plan address A. N. DAMON, Times Office.

MANUFACTURERS' AGENT WANTED—WE ARE MAKING NEW ARRANGEMENT FOR EXCLUSIVE REPRESENTATION, SO CAL. FOR A BUSINESS THAT HAS SUCCESSFUL HERE MANY YEARS DEMONSTRATED. RIGHT MAN CAN NOW $10.0 MO. SMALL OUTFIT REQUIRED AND IMMEDIATE ORGANIZATION. EXCEPTIONAL OPPORTUNITY. 1 OR 2 MEN, $150.0 TO $1.000 REQUIRED. GRAHAM-MORRISON-IMSON, WICHITA, KANSAS. QUICK ACTION BY BUSINESS WILL NOT BE INTERESTED. ADDRESS A. BOX 501, TIMES BRANCH.

MANUFACTURING, WHOLESALE AND RETAIL, AN OPENING FOR PARTNER, MAN OR WOMAN, TO TAKE CHARGE OF DETAIL AFFAIR. THIS BUSINESS WILL CONFINE YOU TO OFFICE DUTIES. THE PROFITS OF BUSINESS ARE $1700 MONTHLY. THE PRODUCT IS INTERNATIONALLY KNOWN. A DRAWING ACCOUNT OF $100 WEEKLY ALLOWED. PRICE FOR EQUAL HALF INTEREST, $8500. FULL DISCLOSURE REQUIRED AND EXCHANGED. 408 S. HILL, SUITE 1004.

MANUFACTURING—Wonderful opportunity for live wire who is willing to invest in a fast-growing concern. Staple, elegant, packaged goods and limited novelties. Spring designs and samples all ready and business established. Only one willing to take active interest will be considered. Address A. box 78, TIMES BRANCH.

MANUFACTURING business. Old-established. Will stand close investigation. Reason for selling, W. W. is ill. Price $2500. MARTIN, 134 W. 4th st., Room 471.

M.G. plant wants other goods or sales man who can invest $5000; all-steel machinery and equipment; will be turned over complete in 30 days. Address A. box 78, TIMES BRANCH.

MEAT MARKET, located in the Hynes Store in Orange County, doing excellent business, $2200 monthly; equipment, $4000. Price only $3500. Full particulars see SHELDON, 601 HIBERNIAN BLDG., 6th and Spring.

MEAT Market, established in Hynes, Cal., over $50; lease for five years; $1500. Will sell for $1200. INVESTMENT CO., 511 MASON BLDG., 6TH-BDWY.

MEAT market in Beverly; must sell at once. Partner need. Phone 51466. Call DAVIS, owner.

MEAT MARKET, fixtures, best buy in town, $2000. Must sell. Lease, $40 per mo. Fixtures located at 904 Temple St. PHONE HOLLY 4118.

MEAT MARKET, GROCERY, DELICATESSEN AND FRUIT—3 year lease at $75. Price $3000. Price $3000. Principals only. Agents HOLLY 4118.

MEAT MARKET in best location, newly, most perfect. Does far less than 2/3 gain. 6-DAY PERMIT. 127 CENTRAL AVE.

MEAT market, bargain, with fruit stand; up-to-date. Long lease; weekly profit over $120. Terms. Apply 130 E. 1st.

MEAT market for rent, fixtures all in; good established grocery and delicatessen for right man. 4027 DUNSMUIR DR. 506142.

MEAT MARKET FIXTURES—Good as new, bargain. Inquire 2582 WEST 16TH ST.

MEAT market, good fixtures, fine location. Price very low. $10 WEST TENTH.

MILLINERY, 8 Hoover. Good stock, best, $125; or will sell fixtures. Call 1015 E. 7TH. INVESTMENT CO., 511 MASON BLDG., 6TH-BDWY.

MILLINERY, nice business, downtown location; present owner disagree; must sell. 615 S. HOPE.

MILLINERY shop, fine ice, good lease. LIVING QUARTERS, rear. 2077½ W. Jefferson.

NEWSPAPER—Southern California afternoon daily. Paper can be bought with or without building. Responsible party can handle proposition with reasonable cash payment. Profits should take care of future payments. If you want to get into newspaper and printing business in Southern California here's opportunity you cannot afford to overlook. Address T, box 15, TIMES OFFICE.

OFFICE PARTNER, AMBITIOUS YOUNG MAN NEEDED IN OLD-ESTABLISHED REAL ESTATE BROKERAGE FIRM. MUST BE WILLING TO LEARN FROM GROUND UP. OFFICE CLEARANCE $2000 MONTH. PREFER TRIAL AT $50 WEEK. SMALL INVESTMENT. AS MAN MORE IMPORTANT THAN MONEY. ONLY MAN OF HIGHEST CHARACTER CONSIDERED. 811 STOCK EX., 639 S. SPRING.

OIL station, $2500 will handle a two-man station, doing over $100 daily bus. Lease over 3 yrs. Rent $60. Points and Oil-more gas. Trial given to prove bus. GRAVES & CO., 727 C. C. Chapman Bldg.

OIL-STATION LOCATION.
Will build service station to suit your needs. Handy corner at Vermont ave. and 43rd Pl. See owner, 4445 62ND S. Vermont. Ver. 6172.

OIL station on A. Figueroa, 5-yr. straight lease, rent $60. Fixt. fine; offered for sale. Owner leaving city. Price $4500. Trial before buying. See CORDELL, 856 S. Bdwy., Room 211.

OIL Station, a wonderful bargain in one of the best oil stations in city. Now netting $9.9 to $10 per mo. See me quick. Call VER. 6262.

OIL STATION and storage garage. A big paying proposition, easy payments. Call 1477 W. 20TH ST.

PARTNER in well-established wholesale and retail food product firm, large territory in and around L. A. More business than present management can handle. Doing better $100 per day. Right man secured $750 per mo. $2200 req., fully secured. A-1 salesman or capable business man. No others need apply. MR. KAY or MR. BURNAM, 812 Douglas Bldg. Phone 61682.

PARTNER FOR HIGH-CLASS OFFICE BUSINESS; NEED MAN FOR INSIDE; PLEASANT WORK; MUST BE CAPABLE OF HANDLING MEN AND MEETING PUBLIC. THIS PROPOSITION WILL NET $30 MONTH AND STAND BIG INVESTIGATION. DRAWING ACCOUNT OF $50 WEEKLY ALLOWED. $950 DIV. REQUIRED. PARTICULARS AT 408 S. HILL, SUITE 1004.

PARTNER WANTED—Garage, light auto painting, contracting, patents, Ellco lock, small order, confr. fountain, grocery, cafeteria, delicatessen, tourist camp, hardware, cleaning & p., dry goods, elec. supply, all good buys. $2-3500. 510 Grauman's New Bldg., 6TH & HILL.

PARTNER
Man with some sales ability to purchase half interest in up wholesale jobbing business clearing $4000 yearly. More than 1 can handle alone. Have contracts with largest houses in city. Will give best of references. Small investment required. 312-14 DOUGLAS BLDG.

PARTNER WANTED—We've got well located auto top and paint shop where I have been in business for last 3 yrs. Stock inventory $1800. I cannot handle alone and will take partner for $900. Experience not necessary. An clearing $500 me now. 613 HAAS BLDG., 215 W. 7th Street.

PARTNER WANTED FOR ELECTRIC STORE SITUATED IN THE HEART OF THE BUSINESS ACTIVITY, DOING BIG CONTRACTING BUSINESS. ONLY MAN WITH GOOD SOUND BUSINESS PRINCIPALS CONSIDERED, $12500. ADDRESS O, BOX 69, TIMES OFFICE.

PARTNER wanted. A good live man for an established business, located in a fast growing town. A REAL money-maker for the right man with money to invest. Permanent work. Address K, box 1324, TIMES OFFICE.

PARTNER wanted—One that understands restaurant business and is not afraid of work. Best opportunity in Calif. $20,000 cash. Good town, good business. Small capital required. Call 702 W. 49th St., before 10 a.m. or after 4 p.m.

PARTNER wanted, established business, small capital required. Experience not really necessary. FELL INV. CO., 511 MASON BLDG.

PARTNER wanted. If you want to make $10,000 in 1923 and can invest $500, get busy. Come see me at 4615 SANTA MONICA BLVD., Hollywood.

PARTNER WANTED.
Lady with $500, ½ interest, wonderful opportunity. Address F, box 68, TIMES OFFICE.

PARTNER wanted, hardware and sheet metal business. Must have $2000 or more. Prefer mechanic. Call at 716 W. JEFFERSON.

PARTNER, molder, fender work. Will push good man trade. Price $500. WM. H. TELL INVESTMENT CO., 511 MASON BLDG., 6TH-BDWY.

PARTNER with $750, on 50-50 basis, call forenoon. Address A, box 917, TIMES BRANCH.

PARTNER wanted with $1000, gilt edge money proposition. WEST 2540.

PARTY wanted with cash, either with or without services for loaning money on checks and bonds. Absolutely safe investment that may be liquidated at any time. MR. BLYTHE, 620 Pacific Finance Bldg.

PATENT for sale, small article for agents. J. OEFINGER, 248 S. Olive st.

POOL PARLOR, cigars, soft-drink stand, 9 tables. Low rent, lease. $400 to $500 clear for live party. Price $2400. ACME, 202 Delta Bldg., 426 Spring.

POOL HALL, most excellent in business district. 6746 Alhambra.

BUSINESS CHANCES—
Of Many Kinds

Business—Classified.

PRINT SHOP—Commercial printer with small shop experience can secure interest in going business. $1500 required. References exchanged. Address T, box 23, TIMES OFFICE.

PUBLIC market or drug store; fine position, 40x144. Corner 10TH & GEORGIA.

REAL estate business in one of the best locations. This offer includes attractive 3-room bldg. and entire office furnishings. You can make money here. 1513 N. VERMONT AVE.

REAL ESTATE CHANCE for salesmen and women. Must invest $150 for interest in office. Phone Mohler 1395. CEN. 7781.

REAL estate business on Holly Blvd. with location; selling present out desire. Address K, box 187, TIMES OFFICE.

RESTAURANT, FOUNTAIN AND CIGARS, BARGAIN IF SOLD IMMEDIATELY.
EXCELLENT MONEY MAKER.
It will pay you to investigate.
CALL TODAY, 3260 CENTRAL AVE.

RESTAURANT, W. 10TH SAC. $800. 18 Offs. close in. 171 lease. $1000. W. 11th, close in. $1500. W. 6th St. Apartment Co., 327 WILSON BLDG., 6TH-BDWY.

RESTAURANT and cafe. Positively doing $200 daily under trial. Five-year lease. Seats 160. Best equipment. Price $10,500. Disagreement of partners reason for selling. 510 DELTA BLDG., 426 Spring.

RESTAURANT for sale. Fine business, splendid location, low rent, part for present part ready for live partners. Good lease. 1226 W. WASHINGTON ST.

RESTAURANT for sale, clearing $400 month. $2500, lease, $1400 cash; closed Sunday. 3 years' lease, rent $125 month. Call 1705 S. BROADWAY and 18th ave.

RESTAURANT & tea, thriving city. Owner has bought ranch. Clears $700 mo. Price $2500, only ½ cash. 510 DELTA BLDG., 426 Spring.

RESTAURANT, $800, splendid business, proper location, owner must sell, no agents. Address L, box 68, TIMES BRANCH.

RESTAURANT equipment for sale or trade for automobile or ? Must sell before Jan. 15. 4001 CENTRAL AVE. So. 6955.

RESTAURANT fixtures, chairs, tables, stools, ice boxes, fish boxes, stoves, spindle and other lunch counter, tools, salt and pepper shakers, glasses, coffee urns, bread cutters, bake ovens, soda electric mixers, aluminum trays, kitchen sinks, sugar bowls, cashier counters, silverware and a large assortment of restaurant fixtures of all kinds cheap. Call at 110 E. SPRING STREET.

RESTAURANT, 4-TABLE LEASE, seats 26. Counter and tables. Very good location. 3625 S. MAIN.

RESTAURANT, $700 down, Doing $25 a day. Low rent, good lease. Must sell. Price reasonable. 825 S. HOWE, Rm. 211.

RESTAURANT, counter and tables, seats 22. Bargain at $1000. $10 W. 10TH.

SODA repair shop. Wall equipment. Will accept reasonable offer. Box 136, LANG-BRUMMEL CAL.

SODA REPAIR store for lease. Leslie mark. Low rent. 4182 WHITTIER BLVD.

SHOWCASES, soda fountains, store fixtures. The largest stock in the West. Prices are moderate. WERNER SHOWCASE & FIXTURE CO., 816-826 S. Los Angeles St. Main 9194.

SOFT Drink Bar, Luncheon. Forced to sell. Good location, money-maker for right party. Reasonable. 855 So. MAIN.

STATIONERY store, sport goods, toys and games. 3201 RUNDELL BLVD., Prince Mohawk. Cigars and Fountain. Open Sundays and Evenings.

TAILOR shop. Well established trade. Actual bargain. Call 1642 SIERRA MONITA at Gardner Jct. Business center Hollywood.

TEAROOM and beautiful country home. Lady going to England, will give lease to reliable party. Good business with full equipment. $200 a month. JANEY'S GRILL, State Highway, La Crescenta.

TEA ROOM in Long Beach, established fine for two people. Living room, reasonable. Box 791, TIMES OFFICE, L. B.

TIRE boot factory, modern machinery, stock and all, including 22 recital auto. Lots of business and a money maker. Will consider partner. 1126 E. 87TH.

WAFFLE house and lunch room, for sale. Uptown location, San Diego. Price $1,000. Terms. Address box 410, San Diego, Calif.

WALLPAPER and paint store, long established lease, bargain. Must sell. CHICAGO WALLPAPER HOUSE, 120 E. 9th.

WASH rack for rent, super built, 1001 Vermont. PALMETTO SERVICE STA.

BUSINESS CHANCES—
Wanted

CAPITAL WANTING.
Man, executive, will invest $5000-$10,000 for set., paying wholesale or mfg. dry goods or men's furnishings.
Inventory $2000-$5000. Want light mfg. (not chemicals).
$1000-$30000 for light mfg. Only or part; no auto accessories.
Client with $5000-$10,000 wants good principal plant. Must be well est. Call 310 Grauman's New Theater Bldg. 972 & HILL.

FROM MEN OR FROM GIRLS
WE WILL CALL ON YOU.
All kinds of businesses sold, partner procured. No business too small or large to receive our prompt and courteous attention. No undue publicity or charge. List with us for quick results; we do the selling. All buyers accompanied by salesman. ATLAS CO., 940 Title Ins. Bldg., 453 Spring, L. A., and 25 Locust, Long Beach.

GET YOUR BUSINESS WITH US—WE SELL IT IN 10 DAYS. PARTNERSHIPS FORMED. FINER CAPITAL PROCURED. OUR LONG EXPERIENCE AND LARGE ORGANIZATION GUARANTEE QUICK RESULTS. WRITE, CALL OR PHONE. BROADWAY 904. UNITED FINANCE CORPORATION, SUITE 1100 CITIZENS NATIONAL BANK BLDG., 6TH AND SPRING STS.

WANTED—WE HAVE calls for established business and manufacturing propositions, and solicit your listing. Mr. L. F. Bassett, who has had many years of business experience in California, will have charge of this department and will give you his personal attention. If you wish real action, see him.
O. K. NICHERSON CO.,
618 Story Bldg. 02007.

MEXICO—SOUTH AMERICA—15 years' experience. Special hardware man desires connection with export concern. Speaks and writes English, German and Spanish. Small investment if necessary. Address T, box 148, TIMES OFFICE.

WANTED—Connection with services, in estab. business firm. Have up to $10,000 cash. Address OO, box 120, TIMES OFFICE.

WANTED—Experienced business man, several years' selling experience, with investment of two thousand in established business. Address JJ, box 58, TIMES OFFICE.

TERRITORIAL rights throughout the United States, $50,000 required. Net income $200,000 and up annually. Room 430, 607 SOUTH HILL.

YOUNG married man with few hundred dollars to invest desires position where his commercial experience can be made to advantage. Phone MR. ALAN, 61083.

WILL invest $25,000 or more with services. What have you? Address F, box 146, TIMES OFFICE.

WANTED—Cash paid for all kinds of stocks of merchandise and fixtures, all or out town. WILLIAM LEVY, 1201 Chester Chapman Bldg. 13628.

WANTED—Small cashier plant, not over $600. Address K, box 14, TIMES OFFICE.

WANT small candy store near school. Walk in clear lots, Riverside. 7882?.

Cash paid for grocery stocks, etc. C. F. CALHOUN CO., Auctioneers, 205-207 Bdwy.

LEGAL NOTICES—
Bids, Proposals

STOCKHOLDERS' MEETING. NOTICE is hereby given that the annual meeting of stockholders of TITLE INSURANCE AND TRUST COMPANY will be held at the office of the company, in the Title Insurance Building, across Fifth and Spring sts., in the city of Los Angeles, State of California, on Tuesday, January 9, 1923, at 4 o'clock p.m., for the purpose of electing a board of directors and transacting such other business as may come before the meeting.
WILLIAM H. ALLEN, JR., President.
G. P. CLARK, Secretary.

NOTICE OF SALE.
Woodford Davisson, doing battery and ignition work at 4012 West 6th st., Los Angeles, announces that he has sold said business to Roy Smith and John Fisher, any outstanding bills against Woodford Davisson in connection with said battery and ignition business should be presented at above address within ten days.
WOODFORD DAVISSON.

TOO LATE —
To Classify

LOST—P.O. Inspector's identification commission. Will finder please return or communicate with owner immediately? Liberal reward will be paid Monday. Call at PARCEL POST WINDOW in main postoffice.

BIG LOST—Bracelet, between Tuberman and Alvarado on 10th a. Reward for return. WEST 3062.

FOR RENT—Part of executive store, good window display and use of telephone. 1104 WEST 10TH ST.

FACTORY, 12 floor, 3 baths, 2 ½ gasoline motor; terms. Owner, 4th s. LORENA.

WANTED—Experienced beautician. HANNAFORD CO., 346 S. Los Angeles.

His Trusting Client

Lawyer (to the jury!) The principal fault of the prisoner has been his unfortunate characteristic of putting faith in thieves and scoundrels of the basest description. I have done. The unhappy man in the dock puts implicit faith in you, gentlemen of the jury.—Boston Transcript.

WHAT'S DOING TODAY.

Restaurant of Roses, Pasadena, 12:45 a.m. All-day missionary meeting, Pantad Hall, 307 South Main.

MOTION-PICTURES:

Alhambra, Hill, between Seventh and Eighth—Thomas Meighan in "Manslaughter."
California, Eighth and Main—Marshall Neilan in "The Stranger's Banquet."
Clune's, 838 South Broadway—Thomas Meighan in "The Man Who Saw Tomorrow."
De Luxe, opposite Westlake Park—Gloria Swanson in "The Impossible Mrs. Bellew."
Garrick, Eighth and Broadway—Charles Ray in "Scrap Iron."
Grauman's Hollywood, McCadden Place and Hollywood Boulevard—Douglas Fairbanks in "Robin Hood."
Grauman's Million Dollar, Third and Broadway—James Kirkwood in "The Ghost."
Grauman's Rialto, Broadway near Eighth—"To Have and to Hold."
Kinema, Seventh and Grand—Guy Bates Post in "Omar, the Tentmaker."
Loew's State, Seventh and Broadway—Lionette Taylor in "Peg o' My Heart."
Miller's, Ninth and Main — Mary Pickford in "Tess of the Storm Country."
Mission, Ninth and Broadway—Mabel Normand in "Suzanna."
Strand, Sixth and Broadway—Harry Carey in "Good Men and True."
Tally's, 833 South Broadway—Colleen Moore in "Forsaking All Others."

STAGE:

Egan, Figueroa at Pico—Shaw's "Pygmalion."
Majestic, 848 South Broadway—Mary Nash in "Chivalry."
Mason, 127 South Broadway—May Robson in "Mother's Millions."
Morosco, 744 South Broadway—"I Like Ghosts."

VARIETIES:

Burbank, Ninth and Main—"Hello 1923."
Dalton's, 424 South Broadway—"His Gal."
Hillstreet, Eighth and Hill—Dustin Farnum in "Yosemite Trails."
Hippodrome, Main near Fourth — "The Days Brush Trail."
Orpheum, 820 South Broadway—Orpheum's Follies.
Pantages, Seventh and Hill — Blackstone, Magician.

RADIO:

7 to 7:30 a.m., KUS, City Dye Works.
11 a.m. to 12:30 p.m., KUS, City Dye Works.
12:30 to 1:15 p.m., KHJ, TIMES, 400 meters.
1 to 1:30 p.m., KFI, Anthony.
1:30 to 2:30 p.m., KUS, City Dye Works.
3 to 4 p.m., KNX, Long Beach.
4 to 4:30 p.m., KFAW, Santa Ana.
4:30 to 5 p.m., KFAC, Glendale.
5 to 5:30 p.m., KOG, Herald.
5 to 6 p.m., KOG, Altadena.
6 to 6 p.m., KWH, Hamilton.
6:45 to 7:45 p.m., KFAC, Glendale.
7 to 7:30 p.m., KHJ, TIMES, 400 meters.
7:30 to 8:30 p.m., KHJ, TIMES, 400 meters.
8 to 8:30 p.m., KFI, Anthony.
8:30 to 9:00 p.m., KWH, Hamilton.
9 to 9:45 p.m., KNX, Long Beach.
9:45 to 9:30 p.m., KFAW, Santa Ana.
9:30 to 10 p.m., KFI, Anthony.

CITRUS MEN AT OXNARD OPTIMISTIC

Report Shows Fast Growth of Industry From 1918 to 1923

[LOCAL CORRESPONDENCE.]

OXNARD, Dec. 31.—Citrus fruit growers of the Oxnard district are looking forward to a great season this year. A report of the Oxnard Citrus Association made public today shows that citrus growers are meeting with continued success here.

The curing of lemons at the packing-house at Hueneme is done without the aid of artificial apparatus. Without control the degree of temperature and humidity is approximately the same as the Department of Agriculture recommends for curing lemons. It has been demonstrated that lemons can be held in storage much longer than in other districts.

The local citrus association, a corporation, was organized in 1918. The following shows the growth of the organization:

During the season 1918-19, 12,870 boxes of fruit were packed and shipped from here; in 1919-20, 28,-253 boxes; in 1920-21, 36,806 boxes. In the 1921-22 season recently over, 48,861 boxes were packed and shipped from here. The increase from 1918 to 1922 is 205 per cent.

With a steady increase each year, the following figures may be compared with the first year. During the 1921-22 season the gross returns amounted to $298,680.67 Returns f.o.b. Hueneme Packing-house amounted to $232,812.36. Returns net to the growers amounted to $144,288.65 and the average price per packed box was $2.95.

Pennies Are to be Showered on Long Beach Pike

By a "Times" Staff Correspondent

LONG BEACH, Dec. 31.—A glittering shower of bright, new pennies—10,000 of them—will be one of the features of a New Year celebration to be held on the Pike and Silver Spray Pier, this city's amusement zone, tomorrow night.

The wealth of copper coins was turned over to the police yesterday by amusement company officials for safe-keeping in order to avoid a repetition of the robbery which occurred last year when 10,000 pennies, weighing nearly 100 pounds, were stolen from the office of a local dance hall.

The pennies will be thrown into the air from an automobile truck which will make its way through the throng that is expected to participate in the celebration. Special amusement features are to be provided and last year's attendance record of 21,000 persons is expected to be broken, concessionaires declared today.

BUSINESS BREVITIES.
[Advertising]

Phillip H. Goldberg and Ida M. Beeley will form classes in dancing for the New Year. Adults' beginners' class will commence Tuesday January 2. Advance class Wed. Jan. 3. High school class for high school students only Friday Jan. 5. All classes at 7 o'clock. Assembly dances Wed. and Sat. evenings. Hale Dewey's famous orchestra. Adults afternoon. Class Sat. at 2:30 commencing Sat. Jan. 6. Flower st., corner 16th.

The Rosslyn Hotel, Fifth and Main streets, will serve two New Year's turkey dinners Monday, from 12 to 2 and 4:30 to 7:30 o'clock. Imperial Valley milk-fed young turkeys will be served, cranberry sauce, roast pig. Apple sauce, plum pudding, pumpkin pie, etc. Meals, $1.50 each. Hart Brothers, proprietors.

Payne's Dancing Academy announce the following new classes in ballroom dancing for the New Year, adult beginners class Monday, January 8, 8 p.m., advance class Tuesday, Jan. 9. Children's class daily. Private lessons by appointment. 3018 Orange st. 556631.

Dr. W. A. Johnson, optometrist, desires to announce the opening of offices at 322 Story Bldg. Completely equipped for expert examination of your eyes. 820108.

The Times Branch Office, 621 South Spring street. Advertisements and subscriptions taken. Telephones Pico 700, 10891.

Diamond loans, Kinzel, Stimson Bldg.

PRINCE ANDREW NOT VINDICTIVE

Former Greek Army Leader Blames Venizelos

Banished Soldier Coming to America for Good Time

Intends to Learn Golf and United States Slang

BY GEORGE EMERSON
[BY CABLE—EXCLUSIVE DISPATCH.]
[Copyright, 1923, Public Ledger.]

LONDON, Dec. 31.—"Venizelos did it—he engineered the whole catastrophe. He could have saved poor old Gounaris and the other former cabinet ministers from the shooting squad but he failed to act." That is what Prince Andrew of Greece told your correspondent tonight.

Prince Andrew will cherish few pleasant memories of the year 1922. For him it has been a year of almost unadulterated bad luck—almost but not quite all bad for in its last month he escaped execution and for that belated break of good fortune his gratitude blots out whatever bitterness the other eleven months' experience might have caused. Now he says he is going to the United States to "have a good time."

Just a month ago Prince Andrew was snatched from death at the hands of the revolutionaries through the intervention of the British government, which rushed Commander Gerald F. Talbot, British naval attache at Athens, to his rescue. "Of course they were going to kill me," said the prince, "I had been a prisoner since October 24, and after the second week I not only was certain of being executed but fearful it would be done by a party breaking into my room at night so it could be made to appear abroad that my assassination was the result of the uncontrollable clamorings of the people.

NOT VINDICTIVE

"As it is I am banished for life but it is better to be banished for life than to quit breathing for the rest of your life."

And the Prince smiled. His smile is so incessant, his manner is so genial that it is impossible to detect any effects of his recent close shave with death. Not even when Andrew was castigating Venizelos as "the man at the bottom of the whole mess" was his tone vindictive. He charged things up to that statesman in the same easy, conversational tone used a moment later in saying he never had been in the United States before.

"I am going over now to spend three months with my brother and his wife and I know I will like it," he added. After a stay in New York, Prince Andrew, who will be accompanied to America by his wife only, is going to Palm Beach with Prince and Princess Christopher.

In the meantime he is hopeful things will have taken a more favorable turn in Greece but in any event the prince says he will not have "to go into the movies or enter business," as he has accumulated sufficient money outside of Greece to enable him to live comfortably for some time. "And some folks have not been that fortunate," remarked the prince.

HAS ALIBI FOR MONOCLE

Andrew is very tall and slender and has an alibi for his monocle, explaining "my sight is not too good—not good enough for tennis—so I go in for riding. I used to play polo, am eager to see a game of baseball and intend taking up golf in the States."

He said he expects to come back with an American accent and "lots of slang." The Prince said he now speaks "good English, French and Greek and bad German."

During a recess in his recent court-martial the Prince said a man came into a court anteroom where he was under guard and introduced himself as an American reporter and asked "what do you think of the fairness of your judges?" "I had to laugh in his face, but finally said as I was on trial for my life, I was hardly in a position to answer the question. That was the most amusing part of the trial, much of which really was amusing."

When warned that reporters might make his first day in New York a busy one the Prince showed that experience had not lowered their stock in his estimation by asking: "Can I give them a drink—no, I forgot, America is a prohibition country."

In filling out the questionnaire preliminary to getting a passport visa for the United States, the Prince affirmed he never had been in prison and that he is not an anarchist.

AUDITOR OF COUNTY TO SHOW FIGHT

San Bernardino Official Not to Retire Because of Grand Jury Report

[LOCAL CORRESPONDENCE.]

ONTARIO, Dec. 31.—That S. G. Berger, Auditor of San Bernardino county, intends to fight to retain his office from which the county grand jury has recommended his removal following a probe by the inquisitorial body of the theft in his office of more than $22,000, was indicated today by his remarks when interviewed at his home, 333 Elmorado Court, here.

"I have no statement to make at this time," declared Mr. Berger. "My attorneys will attend to that later."

The report of the grand jury stated that while there was no evidence that Auditor Berger "knowingly shared in or profited by the criminal acts committed in his office, we are fully convinced that the state of affairs revealed in this office calls for a new Auditor." Mr. Berger has served eight years at County Auditor and prior to his election was postmaster in Ontario. He was re-elected to the office of County Auditor at the November election, but as yet has not posted a $25,000 bond required. The Auditor's statement that he has retained legal counsel discredited reports circulated in San Bernardino to the effect that he "would step gracefully out of office."





The Foo & Wing Herb Company
Herbs for all troubles
Have moved from 903 S. Olive to 312 West Ninth St.
Established in Los Angeles for 40 Years

Attractive Bungalows For Rent
See today's rental ads in THE TIMES.

THE WEATHER
[Official Report]

LOCAL OFFICE, U. S. WEATHER BUREAU, Los Angeles, Dec. 31.—[Reported by H. R. Harroup, Meteorologist.] At 5 o'clock a.m. the barometer registered 30.13; at 5 p.m., 29.93. Thermometer for the corresponding hours showed 52 deg. and 56 deg. Relative humidity, 5 a.m., 73 per cent; 5 p.m., 56 per cent. Wind, 5 a.m., north, velocity 3 miles; 5 p.m., west, velocity 8 miles. Temperatures, highest, 59 deg.; lowest, 49 deg. Rainfall for season, 4.77 inches; last season to date, 5.16 inches. Barometer reduced to sea level.

LOCAL FORECAST

For Los Angeles and vicinity: Monday generally cloudy; light westerly winds.

STATE FORECAST

SAN FRANCISCO, Dec. 31.—Weather forecast for San Francisco and vicinity and Northern California: Monday, generally cloudy and unsettled weather; moderate westerly winds.
Southern California: Monday, generally cloudy; light westerly winds.
Sacramento, Santa Clara and San Joaquin valleys: Monday, cloudy and unsettled weather; light northwesterly winds.

ARIZONA FORECAST

PHOENIX (Ariz.) Dec. 31.—Forecast for Arizona: Monday, unsettled, probably rain, southeast, snow northeast portion. Tuesday generally fair; colder Monday.

TEMPERATURES

	Max.	Min.		Max.	Min.
Abilene	56	30	Pittsburg	42	—
Boise	42	30	Portland, Or.	46	34
Boston	36	—	Rapid City	38	—
Buffalo	36	—	Red Bluff	56	32
Chicago	34	—	Roseburg	46	—
Denver	34	—	Roswell	58	—
Des Moines	34	—	St. Louis	44	—
Dodge City	46	30	Minneapolis	36	—
Eureka	54	50	St. Paul	38	—
Flagstaff	46	28	Sacramento	58	42
Fresno	58	32	Salt Lake City	40	30
Havre	32	—	San Diego	60	50
Helena	36	—	San Francisco	56	46
Kansas City	40	—	Santa Fe	46	24
Knoxville	36	—	Seattle	46	42
Los Angeles	58	50	Spokane	40	32
Modena	46	—	Tampa	74	—
Needles	62	—	Tucson	52	30
New Orleans	62	—	Washington	42	—
New York	42	—	Winnemucca	42	34
North Head	46	—	Winnipeg	30	—
Oklahoma	50	—	Yuma	66	40
Phoenix	60	36			

VITAL RECORD.

DEATHS
With Funeral Announcements.

AGUIRRE, December 31, Robert Aguirre, Remains at parlors of W. A. Brown, Mortician of funeral later.

BAILEY, Daniel H., aged 69 years, at the daughter's residence, 1825 Cambria avenue; father of Mrs. Mary Lee Bailey. Funeral of Bailey and Mrs. Gertrude B. Shannon of this city, brother of Mrs. Lucy Wagoner of Glendale, Mrs. Mary L. Greene and Mrs. Allie Bayles of Burlington, Kan.
Funeral services from Little Church of the Flowers, Forest Lawn Cemetery, Tuesday, January 2, at 1 p.m., under auspices of Verdugo B.P.O.E. Mort A. Plumb Co., 423 West Washington, directors.

BALDING, Robert S. Baldins, late of 26 Palm avenue, Burbank, aged 73 years, pioneer of California, beloved husband of Caroline Baldwin, father of Miss Lillian Baldwin of Santa Monica, Mrs. Charles and Mrs. Lew Caldwell of Burbank, Mrs. Edith Thompson of Porterville, and Herbert Baldins of Harbor City.
Funeral services will be held Tuesday, January 2, at 1 p.m., from the funeral chapel of Conrad & Hilbish, Burbank. Interment, Grand View Cemetery.

BIXBY. In this city December 30, George Hathaway Bixby, aged 58 years, beloved husband of Amelia Andrews Bixby.
Funeral Tuesday, January 2, at 12 noon from the chapel in Evergreen Cemetery. Services private. Pierce Brothers, directors.

BLAKE. At 4011 Willow street, Lowell J. Walter Blake, aged 34 years, beloved husband of Emma Blake.
Funeral Wednesday at 2:30 p.m., from the chapel of R. P. Overholtzer-Sons Co., 1338 South Grand avenue.

BOTKIN. 1824 Scott avenue, Adeline Botkin, aged 76, beloved mother of Rev. W. C. Botkin, pastor of Echo Park Methodist Church.
Funeral 2 p.m. Tuesday at Peck & Chase Co. chapel, 1213 South Figueroa.

CACOPPO. Antonina, aged 43 years.
Remains at the chapel of J. H. Stedeman.

COE. Cortlis Winfield Coe.
Remains at Mark A. Pierce Co., 905 West Washington. Funeral notice later.

COLEMAN. December 30, Agnes Coleman, aged 53 years.
Remains at The White Company, 804 West Washington street.

COOK, December 31, Edward W. Cook.
Remains at parlors of W. A. Brown, Mortician of funeral later.

DE GARMO. The Rev. Charles H. De Garmo died December 29, aged 69 years, formerly pastor of Christ Church, Riverside, Cal., until his death, chaplain of the Neighborhood Settlement.
Requiem Eucharist at St. Matthias Church, Washington street and Normandie avenue, Tuesday, January 2, at 11:30 a.m.

DIETER. Henry, aged 59 years.
Remains at the chapel of J. H. Stedeman.

DOLAN. December 31, Bridget Mary Dolan, aged 73 years.
Remains at the chapel of Cunningham & O'Connor. Funeral notice later.

ELOFSON. December 31, Vivian M., loving wife of Andrew M. Elofson.
Funeral services will be held Wednesday at 1 p.m. from Green Graham, 1401 Mortuary, 915 West Washington street.

HERNANDEZ. At Glendale Hospital, December 31, George Hernandez, aged 35 years, beloved husband of Anna Hernandez.
Funeral services from Pierce Brothers, chapel, Tuesday, January 2, at 2 p.m.



Teeth as Low as $5; Best Set $7

Best set, none better, no matter how much you pay, including your choice of best plate material (metal excepted.) Guaranteed 10 Years.....$7

MY EXTREMELY LOW PRICES
Teeth as Low as.....$5.00
Best Set of Teeth (either set).....$7.00
Gold Crowns (22 karat).....$4.00
Bridge Work (22 karat).....$4.00
Porcelain Crowns.....$4.00
Gold Fillings.....$1.00 up
Gold Inlays.....$3.00 up
Synthetic Por

Southern California Interests.

Editorials---News---Business---Society---The Drama.

The Los Angeles Times

VOL. XLII. MONDAY MORNING, JANUARY 1, 1923.—PART II: 16 PAGES. POPULATION (By the City Directory—(1922)—891,193 (By the Federal Census—(1920)—576,673

MILES OF MOVING FLORAL MASTERPIECES WIN ACCLAIM OF THOUSANDS

THIRTY-FIFTH PAGEANT OF ROSES SETS NEW STANDARD OF SPLENDOR

Great Throngs Held Spellbound in Crown City's Streets While Annual Parade Passes; Perfect Winter Day for Event

BY OTIS M. WILES

A haughty peacock strutted through the streets of Pasadena yesterday. Majestically it strode through long lanes bordered by 250,000 persons, along a flower-strewn path three miles in length.

The peacock, since the day when Hera first was rapturously smitten by its beauty, has ever stood as the proverbial personification of pride. Pasadena's pride in its greatest and most resplendent of floral pageants, the thirty-fifth annual Tournament of Roses, was symbolized yesterday in the mighty peacock which strutted so haughtily along the processional route.

No other peacock like it has ever been seen. He was attired in the most resplendent colors. His floral plumage had been plucked from the world's loveliest gardens. He was greater in size than any other peacock. He held his head high and properly so, for he was the symbol of Pasadena's crowning achievement in floral splendor.

No other pageant of flowers like yesterday's Tournament of Roses has ever been seen.

Beneath the generous midwinter sun it was incomparable in brilliancy of color and was acclaimed by an assemblage of 250,000 just judges. The splendor of the pageant was created from the gardens of Southern California—the garden spot of the world.

BETTER EVERY YEAR

As each year has passed through a period of thirty-five years golden with recollections of beauty, Pasadena has presented annually what has been declared to be the most gorgeous of rose pageants. But, as year succeeds year Pasadena proves its ability to surpass each previous achievement.

Every year, even as yesterday, the millions of blossoms on the many floats are more fragrant, their colors more lovely. Each year the crowds increase, more buildings are built with more windows from which more people may view the pageant. The roofs are made stronger each year to withstand the weight of the ever-increasing throngs which are elbowed from the overcrowded sidewalks and streets.

Thus it was yesterday, and thus it will always be, so long as Pasadena presents a Tournament of Roses on New Year's day.

LOYAL TO CUSTOM

Chill winds and leaden skies on New Year's Eve failed to dampen the ardor of those whose first New Year's resolution is always, "I will see the Tournament of Roses!"

Pasadena had been forewarned of the coming of the greatest throng in its history. The influx started long before dawn. The electric lines and the automobile roads were clogged with pilgrims to the shrine of beauty long before it was known that the winds would soften and that a radiant California sun would dispel the clouds.

Orange Grove avenue was alive with humanity many hours before those within the mansions along that thoroughfare were stirring. It was the annual New Year's invasion of happy, jovial people who gave their patience would be rewarded by the Southland's annual festival of flowers.

Earlier arrivals among the floats feasted in the pageant forecast the treat in store for those who forsook breakfast and a regular morning shave to be among the first 1923 arrivals in Pasadena.

WORLD'S FAIRYLAND

As the floral barges sought their place in line, an unexpected sun smiled down upon them. Officials whisked back and forth. Laughter rang through the streets. The prettiest of girls, arrayed in brightly colored dresses of all the hues, came streaming in from all directions. And almost everybody bought a balloon. Thousands of balloons. Swaying of balloons in the little breezes. Bubbles. Bubbles belong to fairyland. Pasadena was the world's fairyland yesterday.

Mayor Cryer's top hat, glistening in the sunlight, heralded the coming of the pageant. It was noticed despite the profusion of flowers which almost hid his smiles. The absence of silk hats made the City Councilmen more conspicuous. This presented the only mystery of the day. Where were the Councilmen's old top lids of yore? Gone but not forgotten.

The pageant was swinging into Colorado street. Often an ambulance with clanging bell came down the street, returning with a prostrate spectator.

More military bands were evident than ever before. They seemed to play better music than other years. And the increased number of floral floats was noticeable in the many new organizations which made their initial bows along Pasadena's streets.

SYMBOLS OF SOUTHLAND

Mythology, history, fairyland, industry, commerce, recreation and the glories of Southern California were symbolized in the pageant.

A proud and glorious queen in golden gown of a forgotten age occupied the barge of the Los Angeles Chamber of Commerce. In the throngs saw a blushing rural maiden who might have stepped out of the pages of Shakespeare, who without a doubt spoke only the language of a princess. Dignity. But her decided throne struck a button in the pavement, jostled her and she took the floor of her dais—

"Hold 'er Newt!" shouted Her Highness, attempting to retrieve her regal composure.

Then came more "Ah's" and "Oh's" as a mastodonic blooming rose rolled into view.

LIKE DAYS OF OLD

Knights girded for war carried pennant banners. Royal ladies in velvet robes and streaming hair message of beauty than those of the larger entries; Scottish pipers in kilts; Civil War veterans, fifes and drums, campers.

There were, as usual, many horses and many women riders, but the pageant changes with time even as fashions change. Only one woman rode in a side saddle.

Bicycles, motorcycles, automobiles, one-horse shays, tallyhos and a sleigh. And flowers. Flowers predominated in the pageant, of course. They almost hid everything else.

It was not only a pageant of flowers. It was the greatest pageant in the history of Pasadena since the first Tournament of Roses.

What more could be said?

BODY FOUND IN FIELD

[BY A. P. NIGHT WIRE.]

ALEXANDRIA (La.) Jan. 1.—The body of George Atwell, 61 years of age, who has been missing since last March, was found in a field near Selma, La., today. On a tree nearby, a rope hung on which were found human hairs. An investigation is under way to determine how he met death.



Eagle Rock's Entry

Kiwanis Club First Prize, Class AA

JEWEL CITY WINS AGAIN

Glendale Captures First Civic Float Award for Fifth Time in Rose Tourney History

The gorgeous peacock, on which residents of the City of Glendale had staked their hopes, carried away the first prize for entries of civic bodies and for the fifth time in the history of the Tournament of Roses, Glendale was awarded the capital prize.

Mounted upon a trailer immediately behind the Glendale float were the four huge cups won in previous tournaments. Randolph Hollingsworth Bennett, the little son of Mr. and Mrs. Roy R. Bennett, 217 East Chestnut street, rode as guardian of the trophies.

Portland's winning of the cup last year broke Glendale's winning streak for four consecutive years.

CLASS A AWARDS

In Class A for civic bodies the prizes were awarded as follows:

First, city of Glendale; second, city of Beverly Hills; third, Monrovia Chamber of Commerce; fourth, Hollywood Chamber of Commerce; fifth, city of South Pasadena; sixth, Orange Chamber of Commerce; seventh, San Bernardino Chamber of Commerce.

In Class AA for civic clubs of Pasadena prizes were awarded in the following order:

First, Kiwanis Club; second, Rotary Club; third, Lions.

In Class B, for hotels, the prize winners were:

First, the California Hotel Company, representing the Maryland, Green, Huntington and Vista del Arroyo; second, the Raymond.

In Class C, for automobiles containing four or more persons, the winners were:

First, Pasadena Clearinghouse Association; second, Stickney Memorial School of Arts; third, Will M. Glass.

In Class D, for automobiles with two persons, the following were the winners:

First, Guy E. Coley; second, Benedict Motor Sales Company; third, Charles A. Olsen.

COMMERCIAL FLOATS

In Class F, commercial floats, the winners were:

First, Pasadena Realty Board; second, Pasadena Motor Dealers; third, Thomas E. Wade.

In Class G, for floats other than civic or commercial, the following were awarded prizes:

First, College of Osteopathic Physicians and Surgeons; second, Angelus Temple—Aimee Semple McPherson; third, Junior Community Players of Pasadena.

In Class H, for historical or representative characters, the winners were:

First, Dyas & Co.; second, Robert J. Ogden.

In Class H, for historical or rep-

(Continued on Seventh Page)

"TIMES" FUND STILL GROWS

Several Days Left in Which to Contribute to Charities

Contributors to The Times Charities Fund are helping to uplift Los Angeles by improving its least prosperous phases. The money will be applied directly to the stricken and unfortunate residents by approved, efficient charities organizations to whom apportionment will be made by a committee of representative men.

The fund will remain open for several days more to afford an opportunity to everybody interested in the welfare of Los Angeles to participate. The plan of raising such a fund and the manner of disbursing it has been indorsed by strong leaders in the community and The Times has no hesitancy in inviting contributions. The amount thus far contributed is about $7800.

ROAD WORKER DIES IN FALL

By a "Times" Staff Correspondent

VENICE, Jan. 1.—Joseph McDonald, member of a road gang building the new highway from old Inceville to Santa Monica Canyon, suffered fatal injuries when he slipped over an eighty-foot embankment where he was working. It is believed that a landslide precipitated him to his death.

Fellow-workmen found McDonald at the foot of the cliff. He was taken to the St. Catherine's Hospital, but died on the way. The body was removed to the A. O. Kirkelie mortuary. Police are seeking to locate relatives of the dead man.

NEGRO IS INJURED

In celebrating New Year's Eve by firing off his pistol, Lloyd Keyser, negro of 895 East Thirty-eighth street, accidentally shot one of his feet. He was taken to the Receiving Hospital for treatment.

TODAYS BIBLE TEXT

A SURE SUPPORT:— The eternal God is thy refuge, and underneath are the everlasting arms.—Deut. 33: 27.

Prize Winners and Favorites With Public

PAGEANT BEAUTY'S OWN

Pasadena Rose Tournament Parade Sees Loveliness of Southland in Splendid Review

Yesterday's Rose Tournament parade started with military precision on Orange Grove avenue and moved between sidewalks densely packed with spectators generous with applause, for there were in line floats of more than usual beauty, all typical of the Sunny Southland.

The only flaw was the halting of the floats and individual exhibits on Orange Grove avenue to allow official photographs to be taken. Once under way the parade passed smoothly, in kaleidoscopic beauty.

ROUTE IS LONG

The line of march was on Orange Grove avenue, east on Colorado street to Fair Oaks avenue, south on Fair Oaks to Dayton street, to Raymond avenue, north on Raymond to Colorado, west on Colorado to Fair Oaks, north on Fair Oaks to Holly street, east on Holly street to Raymond to Colorado, east on Colorado to Hill avenue, south on Hill to California street.

There were five divisions, officered as follows:

First division, grand marshal H. L. Gianetti; chief of staff, Dr. W. A. Boucher; aides, M. S. Pashgian and Frederick Pitney.

Second division: Marshal, W. Scoville; aides, E. R. Wood, G. E. Milholland, F. G. Thomas and J. M. Walker.

Third division: Marshal, Dr. LeRoy B. Sherry; aides, Dr. J. D. Condit, Dr. C. G. Wiggins, Dr. John F. Chapman, C. E. Hill and Raffaello Montalboddi.

Fourth division: Marshal, Kenneth C. Newhall; aides, Frank C. Dunham, James H. Howard, Hamer H. Jamieson and J. Russell Morton.

Fifth division: Marshal, Leonard O. Bigham; aides, Rufus Mead, A. H. Sayre, Cecil F. Martin and George Hetzel.

Sixth division: Marshal, Charles Paddock; aides, Brooks Gifford, Otis Buckinsham, William McKay and Tom O'Connor.

PEACOCK GLENDALE'S PRIDE

Glendale's prize-winning float

(Continued on Sixth Page)

ASK REHEARING IN DEPOT CASE

Los Angeles and State to File Plea

Both Determined to Carry Fight to Washington

Elimination of Crossings an Issue Also

The city of Los Angeles during the present week, in conjunction with the State Railroad Commission, will file an application with the California Supreme Court for a rehearing in the grade crossing and the Plaza union terminal cases, according to City Attorney Stephens.

He said yesterday that the battle for grade crossing elimination and adequate union terminal facilities will be carried, if necessary, to the United States Supreme Court and to the Interstate Commerce Commission, and he predicted an ultimate victory for the State and city against attempts of railroads to block the building of a modern, joint depot at the Plaza, as well as the elimination of dangerous crossings. City Attorney Stephens, in his statement yesterday, said:

"I have just completed a careful study of the recent decision of the California Supreme Court in the grade crossing and union ter-

(Continued on Second Page)

THREE DROWN NEAR BALBOA

Six Others in Excursion Party at Newport Harbor Cling to Capsized Boat and Are Saved

Death by drowning in the waters of Newport Harbor, near Balboa, yesterday ended the holiday excursion of Harry D. Rutan, prominent realtor of Pasadena, Mrs. Ernest Metcalf and her 6-year-old son.

Six other members of the excursion party narrowly escaped death in the chilled waters of the bay when the boat carrying nine men, women and children, was caught in a strong current and overturned near the inlet.

Only the most meager details of the tragedy were obtainable here last night. It was learned that the party of nine had left Pasadena early yesterday morning for an all-day outing at the harbor. The accident is said to have occurred about 3 p.m. Several hundred persons on shore witnessed the struggles of the three persons who were drowned, without being able to go to their assistance because of the swift current.

Information reaching Pasadena police is to the effect that the boat occupied by the members of the party was carried near the jetty by the current.

The craft overturned. Mr. Rutan, Mrs. Metcalf and her son were caught in the current and swept away to their death. The remaining members of the party clung to the overturned boat until aid reached them. Some were exhausted when taken from the water. The bodies of the drowned were recovered and removed to the morgue at Santa Ana, near the scene of the tragedy.

In the party, according to information available last night, were Frank Walton, another prominent resident of La Canada and Pasadena, Mr. Rutan's brother-in-law and the latter's wife and daughter, Dorothy and Ernest Metcalf, Mrs. Rutan and their son.

Mr. Rutan was 55 years of age and was a leader here in Y.M.C.A. work, having served with that organization overseas. Mrs. Metcalf is the wife of a wealthy La Canada resident.

L. F. VETTER, INSURANCE MAN, DEAD

Prominent Clubman of Los Angeles and San Francisco Dies of Apoplexy

Louis F. Vetter, one of the most prominent figures in insurance circles of California and widely known clubman of both Los Angeles and San Francisco, was found dead yesterday in his room at the California Club, following an attack of apoplexy. Mr. Vetter, who was in his sixty-fifth year, had conducted an insurance business in this city for more than thirty-six years. His office was in the Bradbury Building.

As far as is known, Mr. Vetter leaves no near relatives, and funeral arrangements will be arranged by Fred Allen, secretary of the Sunset Club, a friend of the dead man for more than thirty years. The body was removed to the Bresee Brothers undertaking establishment, 855 South Figueroa street, at the direction of Dr. Granville MacGowan, another friend.

Mr. Vetter was a member of the California Club, where he lived for thirty-two years. He was also a member of the Sunset Club; Chapter No. 57, Royal Arch Masons; the Royal and Select Masters of California; Los Angeles Commandery No. 9, Knights Templar; Hollenbeck Blue Lodge; Los Angeles Country Club, and the Bohemian Club of San Francisco.

Smudge Smoke May Roll Right in Main Street

[EXCLUSIVE DISPATCH.]

RIVERSIDE, Jan. 1.—Riversiders will have an opportunity to see smudge pots in action in the business district Wednesday night if Joseph Schneider, chief of the fire department, gives permission.

The frost protection committee of the Riverside Chamber of Commerce proposes a demonstration of archard heating in front of the chamber offices on Main street at the time of the board of directors' meeting Wednesday night, in order to arouse interest in orchard protection.

CITY AUTOS RIVAL "ONE-HOSS SHAY"

Nine old automobiles which have been in use in the city's Engineering Department for the last six years have almost reached the stage of Oliver Wendell Holmes's famous "one-hoss shay." City Engineer Griffin has reported to the City Council. He has asked for new machines.

The nine aged machines, Maj. Griffin says, are about to fall to pieces, requiring "a man of unquestioned physical perfection to start one." In addition to his strength the engineer must give forty-five minutes of the city's time to accomplish the starting job and requires besides "a teakettle full of hot water" for each car. The Council is expected to junk the nine cars and order new ones.

January House Cleaning Sale

Entire Stock of Lamps, Candlesticks, Silk Shades, Jardinieres, Vases, Flower Bowls

DIS-COUNT EVERYTHING GOES

20%

DIS-COUNT BUY NOW—SAVE MONEY

Waste Paper Baskets Choice of 3 sizes. Big value **50c ea.**

Wood Baskets Closing out price **$1.98** Extra Value

Water Tumblers Plain or open Jan. Price **5c ea.**



Glass Mixing Bowls Set of 5 Extra Special **98c set**

Corn Poppers Sheet Iron Side Cover Enjoy Tender Corn on Rainy Evenings **$1.00** Big Value

Fire Screens Large variety **$3.25 $3.50 $3.75**

Vacuum Bottles 90c to $1.00 imported new stock for Jan. sales



HEATING STOVES

Air Tight

Cold mornings and evenings. You can not allow this chance to go by. Big Special **$1.98**



Cake Pan Liner — Prevents Cake from sticking to pan—pkg. of 50 **15c**

Yellow Bowls Set of 3 **79c** A big addition to the kitchen

ALUMINUM

Kitchen Utensils New Shipment 2000 Pieces

Fry Pans—Pails—Dish Pans Double Boilers—Percolators Roasters—Sauce Pans—and others.

Choice **98c** Choice

Muffin Pan Iron 9 holes "Oh, how good they taste when baked right" **$1.40**

Lipped Sauce Pans gray enamel Set of 3 **98c set**

Cookie Cutters large assortment. Fill up the jars for the children **15c**

Pancake Griddles for these cold mornings **$1.35 to $2.75**



Salad Sets Polished wood **50c 60c 70c Set**

Toaster The Androck for the gas stove **25c**

FLOWER VASES

Beautiful assortment of light cutting floral design. 10-in. size, $1.50 Each

Round Graters heavy tin different than others **20 & 25c**

Jantzen-Railsback Co.
242-246 So. Broadway Next to City Hall



Pre-Inventory Sale

In the only Indestructo Shop in Los Angeles

One Third to One Half Off

All

Indestructo Trunks

Suit Cases—Fitted and Unfitted

Traveling Bags—Fitted and Unfitted

Ladies Hand Bags—Bill Folds

Beaded Bags—Manicure Sets

Brief Cases and Other Accessories

INDESTRUCTO LUGGAGE SHOP
224 West Fifth St.
Adjoining Hotel Alexandria

Mr. Des Moines

took up the morning paper, read "News of the Middle West," and then turned to the want-ads. "The quickest way to find a house," he said to his wife, "is to stay right at home and read the rental columns in THE TIMES."

GREAT TEMPLE IS DEDICATED

Tabernacle Built by Woman Officially Opened

Gypsies From Afar Attend First Services

Thousands Assemble to Hear Evangelist

Official dedication of the Angelus Temple of Aimee Semple McPherson, widely known woman evangelist, took place at 3:30 p.m. yesterday.

By 1 p.m. a crowd of several thousand people had assembled before the doors of the great building. Nearly three hours passed before the doors were opened, yet in all that time the crowd showed no impatience. One hymn after another was started by various persons, and the entire crowd with one voice took up the songs and carried them to the end.

Park avenue was lined on both sides with automobiles, some of them gaily decorated with colorful ribbons and lace. Those were the cars of the gypsies, who have come from every part of the United States to attend the dedication service. An entire section of the main floor of the temple was reserved for their use, and every seat was taken. Each gypsy brought to the temple an offering of flowers as a token of gratitude to Mrs. McPherson for the new faith that she has brought to them, and as a token of worship to a new God—her God.

OUTDOOR SERVICE

Just before the opening of the temple doors, Mrs. McPherson conducted an outdoor service for the assembled crowd. She kneeled as she read the prayer of Solomon, offered to the same God thousands of years ago at the dedication of the temple, to the building of which he had devoted his life.

After the reading of the prayer the doors were flung open and the crowd surged into the temple. The indoor services were opened with a hymn by the choir, which was in vestments. After prayer had been offered by Dr. Charles S. Price of the First Congregational Church, Mrs. McPherson preached the dedication sermon.

The services were closed by talks from several of the visiting delegates, who are in Los Angeles from every country of the world, to attend the international church convention. Several harp solos by Miss Mildred Carter, former accompanist to Mme. Melba, were included in the program. Miss Carter journeyed here from Australasia for the sole pupose of playing for this service.

IN FOREIGN LANDS

Mrs. McPherson, during the last fifteen years has traveled over the entire United States and through many foreign lands, doing evangelistic work. Her sermons at first were preached in a tent. Gradually she became known and loved. People flocked to her messages, and during the last few years, she has filled to overflowing many of the largest auditoriums in the United States.

In talking to a Times reporter yesterday at the close of the outdoor dedication service, Mrs. McPherson said: "Today is the happiest day of my entire life. I can hardly believe yet that this great temple has been built for me—that so much of my work has been accomplished. I heard the call to God's work, and left my home on a Canadian farm when I was 17 years old. Since then I have been preaching constantly. Winter found me in the South, summer found me in the North—always conducting evangelistic services. I spent a few years in China in missionary work. Four years ago I came to California. I loved the country and resolved, to stay. Something within me told me that I must. I arrived here with only $10. At no time have I had any backing or a board of directors, yet today I am holding dedication services in this wonderful temple, built entirely by the contributions of friends from every country of the world. I have never been so happy."

GYPSIES FROM AFAR

The 140 gypsies who were present at yesterday's service have driven here from points as far distant as New York and Florida. They have come to hear the message of the woman who has made their welfare her own. They are a people who have no Bible in their own language, and whom no one ever has endeavored to teach the principles of the Christian religion. Mrs. McPherson has devoted a great deal of her time to their instruction. She has dealt with them as one might with children—holding open-air services in the woods—teaching them to sing hymns, and telling them the story of the Christ. They have accepted her teachings and are flocking to hear her sermons.

The Angelus Temple is to be a nondenominational church, and as such probably will house many of the great conventions. It has a seating capacity of 5000. Mrs. McPherson does not intend to give up her traveling evangelistic work, but she does expect to remain in Los Angeles for at last six months.

"Wink" Signal is Proposed for Blind Streets

The City Council is planning to co-operate with the Automobile Club of Southern California in installing electric red flasher signals at blind intersections in various parts of the city, such as the one now in operation at the intersection of West Adams street and Western avenue. These signals are automatic and wink constant warnings to the motorist day and night that he is approaching a busy street intersection.

The cost of installing these signals, which have been found an effective protection to motorists in preventing accidents, has been estimated at $100 for each intersection, and the electric current for them costs about $2 a month. The Finance Committee of the City Council has asked the Automobile Club to submit a list of the intersections at which the club believes these flashers should be established, and then a plan will be worked out for financing the placing of a number of them where they are needed most.

BUSY DAYS AWAIT FLEET

Final Target Practice, Shift of Personnel and Work on Panama Cruise Plans to Engage Sailormen

January will be a month of unusual activity for the United States battle fleet. Two weeks of gunnery exercises, the final target practice of the season; the shift of five vessels to the Atlantic; the transfer of thirty officers and several hundred men; the return of five ships from overhaul and the departure of three more; and the loading of supplies and preparation for the Panama cruise will be some of the things to be crowded into the fleet's program during the period ending on February 3.

On Saturday, Admiral Eberle's force will be augmented by destroyer division No. 34, coming up from San Diego to participate in the secondary battery practice and experimental maneuvers of the battle fleet next week.

SEAPLANES COMING

A squadron of seaplanes also is scheduled to take part in the practice. In command of Commander W. S. Anderson, Division No. 34 consists of the destroyers Yarborough, Lavallette, Sloat, Wood, Shirk and Kidder—the crack division of squadron No. 13.

There will be a number of other important arrivals at the fleet base during the week. On Wednesday the tanker Cuyama and the supply ship Arctic will arrive and on the following day the transport Henderson will come in from San Francisco. She will sail the next day with 150 prominent naval passengers for the east coast and Panama.

The dreadnaught New York, fresh from two months of overhaul at the Puget Sound Navy Yard, will drop anchor in her old berth on Friday, coming from Bremerton via San Diego. The hospital ship Mercy will return to the base on the 13th inst., having completed overhaul at Mare Island, while on the 15th inst., the superdreadnaught Arizona will proceed to that yard for locking, returning to Los Angeles Harbor on the 22rd inst.

PENNSYLVANIA TO RETURN

The superdreadnaught Pennsylvania, now undergoing overhaul at Puget Sound, will return to the fleet on February 1, in fine trim for the long run to Panama. On the 19th inst., the dreadnaught Texas will depart for Puget Sound to begin an overhaul period that will last until next April, during which she will receive a new set of turret guns and radical machinery changes. The Texas is the only unit of the battle force that will not take part in the Panama cruise.

The last drafts of officers, men and supplies that the battle fleet will receive before it departs for Panama on February 9 will leave the east coast on the 9th inst. on the transports Pyro and Argonne. Both ships will leave Atlantic ports on that date, arriving here the first week in February.

BUS PARKING CONDEMNED

Civic Organizations Ask Council to Clear Sides of Pershing Square, Now Hemmed In

The elimination of the parking of all vehicles on the streets at the four sides of Pershing Square has been recommended to the City Council in a communication signed by the Merchants' and Manufacturers' Association, the Los Angeles Realty Board, the Advertising Club of Los Angeles, the Business Property Owners' and Managers' Association and the Automobile Club of Southern California.

The Council's Public Safety Committee will hold a hearing on the matter next Monday afternoon.

PARK WALLED IN

The letter of the five organizations points out that Hill, Olive, Fifth and Sixth streets are narrow and that parking of automobiles on them adds to traffic congestion and also walls in Pershing Square and restricts its usefulness as a public park, the only one remaining in the center of the city.

On the west side of Hill street, between Fifth and Sixth streets now stand the public "for hire" automobiles. On the north side of Sixth street, between Hill and Olive streets, stand during the morning hours the large sightseeing busses of the real estate operators, who carry visitors to their tracts from these starting places.

The suggestion has been made many times to the Board of Public Utilities during the last two years that on account of increasing traffic congestion and the need for every foot of street space for vehicular flow, the owners of the "for hire" cars and the excursion operators be required to obtain vacant lots and there park their vehicles. The busses would then load at these places instead of on the streets and the "for hire" cars would stand there and in response to telephone calls, drive their machines to the point where the passengers are waiting.

VETERAN AUTO ON RAMPAGE

Machine Runs Over Owner, Throws His Wife to Street and Crashes into House of Priest

By a "Times" Staff Correspondent

OCEAN PARK, Jan. 1.—A staid old automobile which had served its master, H. H. Ames of Baldwin Park, faithfully and well for many years past became imbued with the festive spirit of New Year's yesterday, knocked down and ran over its owner, threw his wife from the front seat to the pavement and brought up panting and in ruins in the side of Father Hennessey's home near the intersection of Marine street and Washington Boulevard.

In its wild dash the car crashed into a telephone pole, which snapped near the base, then continued its journey into the divine's home.

Mr. Ames, who is 67 years of age, and his wife are in St. Catherine's Hospital, suffering from abrasions, contusion and shock. Neither is seriously injured, but the car is a complete loss.

Mr. Ames had parked the car on Washington Boulevard near Marine street. He returned after a few minutes with his wife, who climbed into the front seat. Mr. Ames cranked the machine while in gear.

FIGHT HARM SPRINKLERS DO AT FIRES

Department and Chamber Charting Shut-off Valves to Turn Off Water

Capt. Harnest Rhoads of the city fire department is working under assignment in co-operation with John D. Maxfield, manager of the Fire Prevention and Safety Department of the Los Angeles Chamber of Commerce, locating shut-off valves of the fire sprinkling systems in the big stores of Los Angeles.

Water often proves to be more damaging than flames and when one of these patented and necessary sprinkling systems is put in motion by 150 degrees of heat, it soon puts out the fire but will flood the whole store and basement if not shut off. The fire usually cutting off electric power makes it difficult even for firemen to locate the main valve, which is usually in the basement at the front, or as close to the street mains as possible. In some cases, firemen have to feel their way about for 200 feet in the jungles of a basement before they can put their hands on the big wheel.

It is the purpose of the fire department, with co-operation of the Chamber of Commerce, to have maps or charts drawn up from their official findings and place a copy on every engine and truck in the department, and post one in a charted spot in each store using a sprinkling system.

WIFE OF FORTY-NINER IS DEAD AT REDLANDS

[LOCAL CORRESPONDENCE]

REDLANDS, Jan. 1.—One of the pioneer residents of Redlands passed away with the close of the old year when Mrs. M. Emma Crosley, 80 years of age, wife of J. S. Crosley, a pioneer meat market man of Redlands, died after an illness of some weeks. Mr. Crosley came to California in 1849 with one of the overland trains and married Mrs. Crosley several years later. The funeral will be conducted here tomorrow.

"Y" Classes Popular With Heavyweights

Girls of this city have shown an active interest in systematic exercises during the last three months as many women have been attending regularly the morning classes at the Young Women's Christian Association Building to reduce in weight, according to an announcement made at the organization's headquarters yesterday.

More than 1500 children, girls and women have registered in the classes for swimming, folk dancing and gymnastics and, as a result, many tired working-girls and women have improved in strength after spending their spare time in daily exercise.

Of all the sports swimming proved the most popular. During the last six months more than 19,500 persons were in attendance at the association's plunge. A new class has been scheduled to begin next Tuesday, which will include twenty-four lessons in the gymnasium and twelve lessons in swimming.

Adults Offered Special Courses at Night School

Attractive night classes for adults with special courses in bookkeeping, business arithmetic, typing and shorthand, will be offered at the Lincoln Evening High School, which opens its new semester at 7 p.m. tonight in the school building at the intersection of North Broadway and Lincoln Park avenue. A course in intermediate Spanish also will be offered five evenings a week under Dr. Manuel Federico Rodriquez, Consul from Honduras.

A series of ten lessons in blueprint reading on Tuesday and Thursday evenings also has been provided for carpenters and builders. Other courses to be offered include dressmaking, millinery, better English gymnasium for women, automobile electrics, automobile shop machine shop, mechanical drafting and woodwork. No charge is made for instruction in these classes. Further information can be obtained by calling Lincoln 1500.

WOMEN HELD AS BANDIT QUEENS

Three Men Arrested Also as Robbers

Women, Police Say, Helped in Hold-ups

Four of Them 21, One 18 Years of Age

Two more asserted bandit queens and three male members of the same asserted gang were arrested yesterday and admitted, the police declare, seven different robberies in the last ten days.

Mrs. Martha Deckman and Mrs. D. A. Ament, each 21 years of age, and both of 1187 South Maple avenue, are the women under arrest. The men are Vlasco Lewis, 18 years of age; Joe Robinson, 21, said to be absent without leave from the Navy, and Arthur Simpson, 21, said to be a Marine. All but Lewis were captured in the street, by Detective Sergeants Gibson, Rico and Byrd, who said they found them in a stolen automobile. Simpson was taken at his room.

HOLD-UP CHARGED

Lewis, Robinson and the two women are asserted to have held up W. M. Eidelson, a druggist of 2201 East Fourth street, in his store December 21 and to have stolen $150 from him. The next day, joined by Simpson, it is asserted, they held up the manager of the May Motor Company of Santa Ana on the road from that city and took $10, and the day after that held up a one-man car at the intersection of Thirty-ninth and Ascot streets and took $5 from the motorman, J. H. Chambers.

George Jurick was at home to the bandits, the police assert, at 3030 East Side Boulevard, December 24. Jurick lost a pistol, two watches and some other valuables.

THEY WORKED FAST

A day or so later the gang, it is charged, held up a man on Wall street and took a coat and a watch and chain. They followed this exploit by robbing two garages, the police say, one on Pico street, where they secured $23, and one on West Adams street, which netted $20.

All of the robberies, the police say, were accomplished with the aid of the stolen car.

ASK REHEARING IN DEPOT CASE

(Continued from First Page)

minal cases in conjunction with Mr. Max Thelen, associated with me, and also Mr. Hugh Gordon, chief counsel for the State Railroad Commission.

"It may be definitely stated that both the city of Los Angeles and the State Railroad Commission will file applications for a rehearing in the case. The draft of the city's case is now practically complete and will be printed and filed this week.

"I feel that the decision is inconsistent with prior decisions of the court itself and also with rulings of the United States Supreme Court, as well as provisions of the Public Utilities Act and the Interstate Commerce Act. These will, of course, be pointed out in our application and we feel hopeful that a rehearing will be granted and the order of the Railroad Commission eventually approved.

"The principal basis for the decision is that the Transportation Act of 1920 transfers to the Interstate Commerce Commission complete jurisdiction of matters covered by the order of the State Railroad Commission. We are convinced that the Transportation Act never intended to give to the Interstate Commerce Commission jurisdiction of these legal problems, and that even if the wording of the act was sufficiently broad to enable that body to act, the State of California, nevertheless, retains authority to order the elimination of dangerous grade crossings and to require provision for proper terminal facilities for local needs unless such order is inconsistent with some actual order made by the Interstate Commerce Commission.

"No definite plan of our future course can be made, of course, until after the application for a rehearing has been disposed of.

"Whatever may be the decision of the California Supreme Court, the compelling necessity for correcting the unbearable grade crossing situation and providing proper terminal facilities for Los Angeles will force the city to carry on the fight until something worth while is accomplished along these lines.

"It is possible that before the question of jurisdiction is finally determined, it may require a decision of the United States Supreme Court.

"If it is decided that the Interstate Commerce Commission is the proper body to pass upon merits of the case, the duty of the city to carry the fight to that body will be plain. No similar subject has ever received a more thorough, comprehensive and painstaking study by any public body in the country than was given to this by the Railroad Commission before making its decision. All of this great mass of engineering and other data will be made available to the Interstate Commerce Commission, if that body is to finally solve the problem.

"The need for these improvements becomes increasingly more acute as Los Angeles continues to grow by leaps and bounds, and we must head every effort toward obtaining an early decision so that relief may not be further delayed."

ABILITY RECOGNIZED

Young Girl Is Appointed Chief of Design In Costume Firm

[LOCAL CORRESPONDENCE]

ARCADIA, Jan. 1.—Miss Bertha Schwarskopf, talented and beautiful 17-year-old daughter of R. H. Schwarskopf, prominent Arcadia realtor, has been appointed chief of design in the costume department of the Cinema Mercantile Company of Los Angeles. She is the youngest woman ever to hold this responsible position, but already has had much valuable training and experience. She was a student at the Otis Art Institute in Los Angeles and for two years at Little's Art Studio, where she specialized in the work of costume designing. Some of her work was submitted to the Cinema studios and won instant recognition.



A BRUNSWICK places at your call the greatest dance orchestras of the age. The Brunswick dance records are ideal for the home dance. Come in and hear them.

The Brunswick

Plays All Makes of Records

Brunswick instruments, ranging in price from $65, $100, $125 up to $775, are now on display for your selection. Twenty-one exquisite models—Console, Period and Cabinet—from which to choose!

Easy Terms Arranged

Mail Orders Promptly Filled
Write for Catalog

FRANK J. HART SOUTHERN CALIFORNIA MUSIC COMPANY
332-334 SOUTH BROADWAY, LOS ANGELES
ESTABLISHED 1880



Petite Wafers

Thin flaky wafers always fresh and—as dainty as the name.

Such satisfying wafers to have in the house—for Petite Soda Wafers "fit in" for all occasions and every hungry time.

By the pound and 25c packages

BISHOP & COMPANY

A New Telephone Directory for Los Angeles

Will Go to Press

January 15th.

Please arrange for any change you may desire in present listings or advertising as soon as possible and not later than January 15.

Southern California Telephone Company

Dainty Neckwear That Will go Like "Hot-Cakes" at $1.59

—Were we to tell you its regular price you'd fairly gasp with surprise!

—Made of fine cream nets prettily trimmed in heavy wide Venise laces and pin tucks with rows and rows of Vals.

Main Floor, South—Jacoby's

King Cotton Sale

King Cotton says "Clear Away 1000 yds. of Veiling at 29c"

—And we said "Why that's almost giving it away!" You're going to say so, too, when you see the veilings themselves!

—In brown, navy and black! Some have colored dots, others have self colored designs.

Main Floor, South—Jacoby's

This is But One of Five Pages for This Wonder Sale

Just 240, 81x90-in. Pequot Sheets $1.49

—Remember, please, just 240 of them to go at $1.49!

—And remember, too, no phone orders, C.O.D.'s or deliveries!

Second Floor, South—Jacoby's

—Two other pages appeared in yesterday's Times—two more will appear in the evening papers tonight—don't miss any of them for they are all chuck-a-block with the sort of savings that you want to make—

—The windows too tell of savings that you won't care to miss. See them Today!

1200 Yards 36-in. Brown Muslin at 17c

—It's an excellent quality that King Cotton highly recommends for making lunch cloths or other fancy work.

Second Floor, South—Jacoby's

"Quick!—give an ad to these Thread Silk Stockings, 79c

—that have just come!" cried King Cotton.

—We were all fearful that they wouldn't get here in time for his big sale—and now that they're here, we look to see them create the liveliest sort of a stir!—

—PURE THREAD SILK STOCKINGS at 79c—imperfect—of course. A well-known make that is semi-fashioned and made with lisle garter hem and reinforced toes and heels.

—In black and white and a few colors!

Main Floor, North—Jacoby's



Here it is! That Wonderful New NEMO CORSET No. 333 to Sell at $3.00

—That's the best piece of news the "Nemo" corset makers have given us for many and many a day! Not since the war has such a thing been done!

—"Nemo" means as much in the way of hygiene as of smart appearance—and a Nemo corset at this new price will create a big flutter.

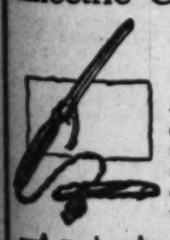
—No. 333 has the good wearing qualities long associated with the "Nemo" line. A low top, medium skirt style in pink coutil.

—Stout and average figures are very pleasingly molded—hip lines reduced and abdomen permanently flattened by these wonderful corsets—

—An ample size range—24 to 36.

Second Floor, North—Jacoby's

Just Like the Picture Electric Curling Irons $1.69



—A dependable quality that may be used on direct or alternating current — 110-120 voltage!

—A much reduced price in the King Cotton sale!

Main Floor, North—Jacoby's

Pound Box of Writing Paper at 25c

—100 sheets to the pound! Envelopes to match, package of 25 for 12½c.

Correspondence Cards, 23c

—In boxes of 24 cards and 24 envelopes! They come in a variety of pastel shades!

A Clearance of Stationery at 23c

—White only! Excellent quality paper that ordinarily is priced much higher. Some even in tissue lined!

Main Floor, North—Jacoby's

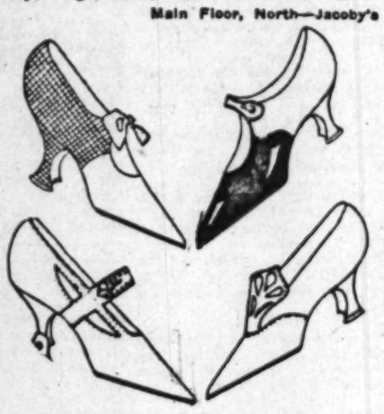
Just 600 Pairs GLOVE SILK STOCKINGS $1.39

—Yes, you've seen them featured in big sales at a much higher price but King Cotton's price comes down to $1.39!

—Imperfect—certainly—but in many instances the imperfections are very slight!

—They come in fancy weaves and nets! Gray, beige, nude, camel and a few black!

Main Floor, North—Jacoby's



A Rousing Sale of Women's Shoes $3.77 or Two Pairs for $7.00

—Hundreds of pairs—some complete lines, others with only 2 to 5 pairs of a style—

—Shoes from dependable makers—some perfect, others with very slight imperfections—and the prices would be regularly much more than King Cotton is asking—

—Most pairs are black satin in strap and Colonial styles. Other straps and Colonials are of brown satin, brown kid, black kid and patent leather—

—Hand turned soles; heels in a variety of shapes. A good range of sizes and widths.

Main Floor, North—Jacoby's

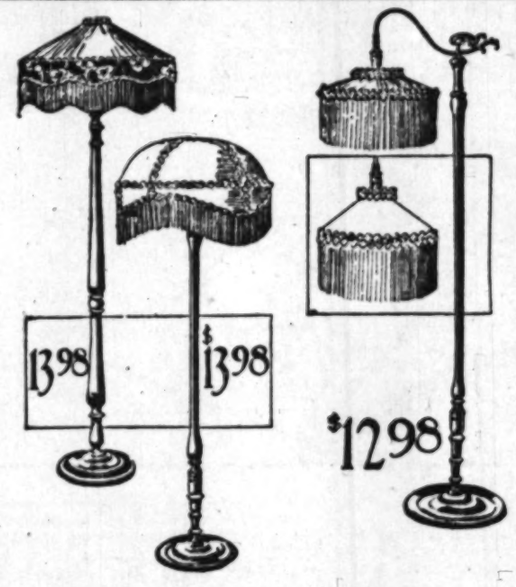
Women's Cozy Toe Slippers at $1.59

—King Cotton has just 185 pairs of these high-grade felt slippers to sell at this price—

—Cut plenty high and finished with cuff effect. Soft, padded soles of chrome leather.

—Colors include Alice and light blue, American beauty, brown and fawn. Sizes 2½ to 7 in the lot but not all in each color.

Main Floor, North—Jacoby's



An Extraordinary Sale!

BRIDGE LAMPS $12.98

Complete with Silk Shades

—King Cotton is fully awake to the exceptional lowness of Jacoby lamp and shade prices at any time—and he simply bubbles over with pride at having such an extraordinary lamp special for the opening day of his sale!

—The lamps are of imitation mahogany and have double arm adjustment.

—The silk shades are very beautiful in design and come in blue, rose, gold and mulberry, with silk fringe and metal braid trimming.

Floor Lamps with Shades as pictured above $13.98

—King Cotton is unable to decide which will have the stronger appeal—these or the bridge lamps at $12.98. He knows both are specials of record-breaking caliber!

—Floor lamps of imitation mahogany and three styles of silk shades, all silk-lined, fringed and finished with metal braid.

—They should create a sensation at $13.98!

Fourth Floor, South—Jacoby's



What a Furore These Will Cause!

Taffeta Pillows at $3.98

—Particularly good looking oblong pillows made of the better grade taffeta in pretty changeable colorings—

—Hand-made flowers and metal braids give a pleasing finish.

—King Cotton says they are 'way underworth.

Fourth Floor, South—Jacoby's

Ask about our EASY PAYMENTS on RUGS

Fourth Floor, South—Jacoby's

336 Babies' White Dresses 'way less than Half Price

All Grouped at 3 Prices

50c 75c $1.00

—King Cotton did some great "maneuvering" when he got these dresses to sell at such ridiculous prices! And just wait until you see them—you're going to buy them by sizes!

—Every one much less than the regular wholesale price—and please take note, there are only 336 in the whole lot!

—Both round and square neck styles in plain and fancy patterns — some are of lawn—others of—but see for yourself!



A Wonderful Lot of Boys' Linene and Chambray

WASH SUITS $1.98

—King Cotton's love for boys is vividly expressed in these extraordinary wash suits that he sells so much under priced! Suits that you'll recognize as selling around town 'way 'way higher.

—Excellent quality weaves that come in button-on style and norfolk middy trimmed with braid!

—Sizes 2 to 8 years!

Third Floor, North—Jacoby's

Oh! What a Sale!

Handbags and Vanities, $2.98

—The vanities are brand new—a special purchase for this sale! Prettily lined and fitted with full-size mirror and coin purse besides other small fittings! Can you imagine them at $2.98?

—Handbags are taken right out of regular stocks and greatly reduced for this King Cotton Sale! Many different styles and leathers!

Metal Bag Tops at 39c

—In neat designs for silk and velvet bags! Worth much more than their King Cotton price!

Main Floor, South—Jacoby's

—They've just come — the new Spring

LADIES' HOME JOURNAL FASHION QUARTERLY

(Showing the New Patterns)

10c when bought with Pattern!

Second Floor, South—Jacoby's



85 Crepe de Chine Nightgowns at $3.98

—They are all in flesh color, some tailored and finished with hemstitching, others in various cleverly trimmed styles.

—King Cotton's reputation is built on values of this sort!

150 Radium Silk Envelopes at $2.98.

—Daintily trimmed and tailored styles—four of them, all made of flesh tinted radium.

—Read King Cotton's wonderfully low price again and plan to take prompt advantage!

Second Floor, North—Jacoby's



"Ever Ready" Safety Razors to go at 49c

—King Cotton makes a price 'way lower than you've ever seen the famous "Little Barber in a Box" featured before!

—The regular price is stamped on the box.

—King Cotton is selling an "Ever Ready" Razor, guaranteed for 10 years, with handle and 6 "Radio" steel blades, in a satin-lined leatherette case, Tuesday, for 49c.

Piver's Face Powders, 79c

In Le Trefle, Floramye and Azurea scents. Limit two boxes to a customer!

Pedsodent Tooth Paste, 29c

—Just 144 tubes to go at 29c! Limit of one to a customer!

Pyo-Rem Tooth Paste, 25c

—or 5 for 65c. Another big King Cotton special!

Good Quality Tooth Brushes, 25c

—or 3 for 65c! Ordinarily priced much higher.

Compact Safety Razors, 25c

—In small metal boxes. Dependable quality!

Safety Razor Blades, 25c Doz.

—Why, it ordinarily costs more than this to get a dozen old ones sharpened!

Hughes Ideal Hair Brushes, $1.79

—The widely known No. 66 brush that sells for 'way more!

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Jacoby Bros.

Between 3rd and 4th

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LOS ANGELES (Loce Ahng-hayl-ais)

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THE WRITE WAY

The man with a shiny fountain pen is apt to begin the new year write, even if he has to keep a diary.

HAPPY THOUGHTS

Prof. Emil Coue is coming to America to expound and expand the therapeutics of autosuggestion. Every day in every way he is growing richer and richer. But there is still quite a bunch of coin to be had for the taking.

KNOWS HOW TO DRESS

A well-known writer says that the American stenographer is the best-dressed girl in the world. Possibly she feels that the boss is worth dressing up for. It all shows what can be accomplished on $18 a week.

THE RULING PASSION

In the eastern cities it is reported that a great many more boy than girl dolls were sold during the holiday season. Practically all the dolls were bought as presents for little girls and they seem to want a boy right from the jump. As they age they grow even more desperate.

ANOTHER RECORD

With 25,000,000 gallons of fuel oil going out of Los Angeles in a single day this city may now easily lay claim to being the world's foremost petroleum port. It already leads in lumber and other notable commodities. It is a sluggish day at the harbor when some fresh record is not hung up for the world to shoot at.

THE WONDER OF IT

It was a wonderful year, marked by notable events and uninterrupted progress so far as Southern California is concerned. It will not do to say that we shall not see his like again, for the new year is even more promising. First thing we know they will be calling Los Angeles the miracle city. Its development is so vast as to seem unreal. Yet wherever you touch it it is there.

THE GRACEFUL INVADER

Isadora Duncan was not permitted to appear in church in New York on Christmas Eve as her press agent had announced. The doors were closed against her as the character and nature of her recent appearances became known. Isadora would be all right before a group of artists in Greenwich Village, but she doesn't wear enough clothes to play Santa Claus in a church. It would seem that Isadora's sojourn in Russia had not done her a lot of good, but the same thing can be said of many others.

AT THE CLUB

If every club and organization must take out a license and all must be under police supervision it is going to be hard for some of the bridge clubs to free themselves of all suspicion of gambling. Under the ordinance no club may operate behind closed doors or maintain a "lookout." This will make it difficult for the Juvenile Burglars and Sons of Capt. Kidd to assemble at the old mill. A lot of unpleasant things will happen if an unbiased attempt is made to enforce the ordinance.

A SMALL MAN

Gov. Small of Illinois has appointed the Sheriff of Waukegan county as State Superintendent of Prisons, removing a splendid official to make room for the new appointee. Small was recently tried in Waukegan county and the Sheriff had much to do with rounding up the jury which finally acquitted him. The Governor is an intense exemplar of the idea of using public patronage for the payment of private debts. Illinois has had some big Governors, but never had one that lived down to his name so magnificently as Small.

THE PICTURE GALLERY

The former Kaiser heard that some illustrated news agency made quite a bunch of money out of pictures recently taken of the royal exile. He was bound it shouldn't happen again and so he made an exclusive contract for the picture rights at his wedding. It is understood that he was paid $10,000 in gold for a photograph of a groom in the uniform of a field marshal with a bride wearing a diadem—and some clothes. We will say for him that he got the top of the market. It has been stated that the new wife carries the purse-strings and is quite a disciplinarian. If that is the case she will have enough to pay the milkman for quite a while ahead. We hope the Kaiser has to ask her for cigarette money.

THE LONG HAUL

In connection with gossip relating to the New York subway it is asserted that it is possible to get a ride of twenty-six miles in Gotham for a nickel. Until recently Los Angeles folk who had mastered all the tricks permissible under the transfer system of the yellow lines were able to do their thirty or forty miles a day on an original expenditure of half a dime. It is not easy now, but it is still possible to make better than twenty—in fact, there is one line carrying a heavier mileage than that without change. Nor is Los Angeles long and narrow like New York. New York, however, is claiming to give the longest ride in America for a nickel. At the same time it is able to charge the highest price for the shortest haul. The metropolis simply must be notorious for something.

THE MIDWINTER NUMBER

This is the Midwinter Number of The Times. It consists of 340 magazine pages in five sections in addition to the regular news sections. It contains articles and pictures reflecting the activities and progress of the Southland during the year just passed and is the annual message of the people of all this community to the people of other States and other countries.

The Midwinter Number of The Times is a Southern California institution and recognized as such. For more than a quarter of a century it has been the vehicle—an annual milepost—through which the people of the Southwest have made known to the rest of the world their achievements and progress. Thousands of men and women, now residents here, first heard of Southern California through the Midwinter Number and this annual edition has played an important part in spreading the fame of Southern California's charms and advantages.

As Los Angeles has grown so has the Midwinter Number increased in size and scope. Last year's edition was sold out in twenty-four hours after it came from the press. Today's edition is by far the largest in number of copies ever issued by The Times and will be circulated and read even more widely than last year's successful issue.

In this Midwinter Number it has been the aim to present accurately and entertainingly information that will interest and inform the hundreds of thousands of people who will read it in other communities. It reflects the hopes and ambitions of the people here as well as their achievements and bears with it the good wishes of a great and prosperous people.

As it speeds on its way to countless homes throughout the land The Times, on behalf of the people of Southern California, extends greetings and a hearty wish for a happy and prosperous New Year.

THE DIVINE SARAH

A remarkable example of the indomitable power of the human will over physical infirmities is shown in the ability of Sarah Bernhardt to keep the grim reaper at bay. She is now reported as reading with great relish the advance reports of her coming demise and the final effusions that are always accorded the distinguished dead.

For some years her triumph over physical disabilities has demonstrated what a determination to carry on can accomplish in the face of overwhelming odds. Broken in health, one leg amputated, her finances dissipated, the invincible Sarah has continued her public appearances, despite obstacles that would completely crush a person of a less unswerving mind. When all the world counted her down and out she refused to be discouraged, and her ability to rise supreme over circumstance has won her universal admiration.

In this there is a splendid lesson for all of us who care to heed of it. If one elderly woman, crippled, broken in health and finances, can smile at Fate and pursue the even tenor of her determined way without wavering or succumbing to discouragement, then what excuse is there for younger people who have the blessings of health and opportunity? Yet how often we hear some one whose row is a little hard to hoe temporarily exclaim that he could do so much if circumstances were more fortuitous. Sarah Bernhardt's success, at a time of life when few people can rise above catastrophe, was due to the fact that she made her own circumstances, if those in which she found herself were objectionable she changed them by dint of work and will power. Not only by her great dramatic gentes will she be remembered, but also because of her gallant battle with fate.

NEW YEAR WISHES

Tom Hood—poor Tom never could afford the things he needed—meeting a friend on New Year's Day, checked the usual welcome by exclaiming, "Don't wish me a Happy New Year—wish me a new hat!"

In this Hood proved himself something more than a humorist. In fact, he uttered the first authentic protest against glittering generalities and a demand for getting down to facts in dealing with life. No doubt he felt, too, that a new hat was with him the "sine qua non" for a happy new year.

Of course the conventional New Year's greeting persists because the abstract is so much more noncommittal than the concrete. Wishing people happy new years doesn't bind you to anything in particular and there is no way of disproving your sincerity. But to definitely wish your friend a happy new hat suggests at once a practical way for putting that wish into effect.

Some day we may get away from the conventional New Year wishes which really don't lead us as a rule to any more desirable goal than New Year resolutions. And New Year resolutions are definite enough at the start.

Yet we are all in the same class with Tom Hood, we all expect our happy new year to come to us through a lot of happy new good things in life; hats and friends and umbrellas and children and marriages and jobs and wills and bequests and business and unearned increment and travel and trips and tips and soul-awakenings and the hundreds of other everyday retail occurrences which, taken in the bulk, go to make up the desired happy new year.

Life is too short to sort out the details, so as to be in a position to wish every individual the particular thing he may desire most during the year ahead—and then help him to obtain it. So perhaps we must continue to use the old Happy New Year formula as a blanket blessing, hoping it will work of its own accord like the Coue prescription, the Einstein theory or self-rising bread.

THE OPEN DOOR

It is said that under existing regulations it is possible for an armless, blind idiot 100 years old to obtain a license to drive a car. Any man in a traffic jam is sure that many such have seized the possibility.

THE OBSERVER

Ambassador Harvey is back in America on a visit and he didn't come home to be measured for knee breeches either. He is going to talk things over with Secretary Hughes. There is a lot of "observing" ahead and he wishes to get his glasses in focus with the administration.

He Can Play 'Em, Everyone!



SPOOK CO-RESPONDENT

A Los Angeles man is suing for divorce, naming a spirit co-respondent named "Alfred." "Alfred" doesn't walk this mundane sphere, he says, and has no mortal body which one might pummel or take a shot at, but, all the same, he is a home-wrecker. For every time ex-friend wife trots off to the seance she gets into communication with "Alfred," after which she comes home much dissatisfied with her husband.

It must be tough on any red-blooded man merely to have a rival called "Alfred," let alone one he cannot see or fight or sue. But, to an imaginative man, a spook rival must be the limit. What walls or what privacy can bar out such an interloper? Where is it possible to hide from him? He may be haunting the house day and night and yet be uncatchable.

And yet men with flirtatious spouses who take no interest in mediums other than the circulating medium will be inclined to envy this man who is suing. They will be inclined to consider a chap whose wife's affinity is spirit rather than mortal as lucky.

However, something should be done to stop this innovation, if possible. Domestic loyalty has been having a pretty hard time pulling through with some but human home-wreckers to contend with. Now if "Alfred" gets away with this amorous come-back all the departed Cleopatras and Ulysseses and Lotharios may get into the same notion. And then what chances would even Dr. Coue have of getting better and better every day in every way?

UNEMPLOYMENT PENSIONS

England's economic and industrial condition under a change of governments is very similar to that which existed in our own country in 1921. Here the Democrats had been in power for eight years, about the same length of time as the Lloyd George government. Some of the Wilson policies were popular with the people. He was a man of high ideals; in some cases, of broad vision. His integrity and sincerity were above criticism. But, in some fundamentals, the Wilson administrations were essentially lacking.

While the Democrats were in power the government tried to do too many things for too many groups. They expended billions without giving proper consideration to whether the people could afford to contribute so much of their earnings to the support of the government in its manifold activities. They were lavish spenders, so lavish that the tax burden was rapidly becoming insufferable.

They were exalted humanitarians; but they failed to give the country an efficient and economical administration. Due in a large part to their reckless extravagance, they were turned out of office and the Republican party was restored to power. The results to date, while not equal to all expectations, have been perhaps all that we had a right to expect. There has been a saving of about $3,000,000,000. President Harding has fulfilled his pledge to "have more business in politics and less politics in business."

Expense under the Lloyd George government mounted to a point where it imposed a tax burden that seriously hampered British industry. The cost was more than the people could afford. Industries were forced to close because the cost of production was more than the things produced would sell for in the world markets. Unemployment became daily more widespread and conditions were continually getting worse.

In the December elections England returned to a business administration. It was not that the people were ungrateful to Lloyd George, that they did not agree with much that he had done; but the expense of his government was more than they could afford.

Here is an illustration of the effect of the Lloyd George policies. His government adopted a system of unemployment pensions—doles as the English call them. Men and women who worked in the industries were paid a weekly stipend when the industries were closed. The government assumed responsibility for unemployment.

In 1914 each ton of British steel exported carried an overhead charge of 2½ pence for the poor-law relief. This year the same ton was weighted with a poor-law burden of 62 pence. That tax was in addition to all other local and government taxes, in addition to the doubling of wage scales. The result was that the British steel industry could not compete with the steel manufacturers in other countries. The cost of production was so heavy that the English bidders secured few outside contracts. That meant less production, less employment and more poor-law taxes.

It was easy and popular for the government to assume responsibility for unemployment; but it is neither easy nor popular to cast off that burden. Those who have been receiving doles consider them as their right. They threaten all kinds of radical uprisings. And the experience of the steel industry is that of all the others. The people would like to have the government care for the unemployed; but it is the people themselves who must pay the cost, and it is heavier than they can bear.

Socialistic legislation became something of a fad ten years ago. The people of England were carried so far by their altruism that they now have to walk back. It had the effect of giving to the working classes hopes that cannot be realized; and their disappointment may take a violent form. Promising more than it is possible to perform is just as dangerous for a government as for an individual.

RIPPLING RHYMES

NEW YEAR PLEDGES

Last year I made some pledges and said of them, "Dodgast! They can't be split with wedges; I've built these vows to last; I've cut out basement brewing and smoking pipes and chewing; no more I'll be pursuing the habits of the past." I went around relating to all the friends I know how I was busy crating the sins of long ago; on highways and by hedges I showed my dainty pledges, with gold around the edges, as I went to and fro. "Oh, virtue is delicious," I said to one and all; "my habits punk and vicious are canned beyond recall; I've dumped the habits dotty that made my record spotty, I've shaken all things naughty, I'm free from error's pall." My friends, who once were legion, full soon were hard to find, and round me was a region devoid of humankind; they hid behind the hedges, they climbed up dizzy ledges, grown weary of my pledges, which seemed to strike them blind. When they beheld me coming an anguished shriek they gave, and I could hear the drumming of feet upon the pave; they cantered, helter-skelter, to find some nook or shelter where no old moral pelter could talk them to the grave. "My friends," I said, "are rabbits; my tale they will not hear; so I'll take on the habits I cast aside New Year; with virtue I have flirted, its snowy walls I've skirted, but when a man's deserted life is too cold and drear."

WALT MASON.

PEN POINTS



And 1923 stands tiptoe on the misty mountain top.

After all, men and brethren, isn't beauty a skin game?

"When a Feller Needs a Friend"—on Christmas. With apologies to Briggs.

The rain is not an unmixed grief—it heads off some of the football.

But in truth the postoffice clerk is not so crazy about that Santa Claus stuff. This is official.

In eating corn flakes for breakfast close the doors if you don't care for the neighbors to know.

Emile Coue is coming to the United States. Day by day in every way watch 'em tumble for Coue.

The Daugherty impeachment hearing has been adjourned and Representative Keller has gone down for the third time.

It looks as if Georges Car-pen-tay had come to the end of his pugilistic string. However, we still have the Hon. Jess Willard in our midst.

The life-insurance companies are lending a hand to stamp out the Ku Klux Klan. They stand to lose heavily if masked murders become too prevalent.

It is not often that a law partnership is dissolved because the senior partner improves in health, yet that is just what happened with the Wilson-Colby combination.

The original price of wives in Africa is quoted as on the increase. This seems to be one instance where the doctrine of supply and demand does not function.

Our fullest sympathy goes out to San Francisco in the recent earthquake. It must be something fierce to live within the danger zone of the earth's heaving and groaning.

And we can well recall the time that it wasn't necessary to buy a new raincoat every time it rained. Now they will hardly hold together long enough to get the wearer home.

A French electrician is working on a scheme to insure secrecy of radio communication. This would never be a popular proposition to a woman who wants to know the gossip of the neighborhood.

THIS IS THE DAY

Betsy Ross, designer and maker of the first American flag, was born at Philadelphia in the year 1752. She was the widow of John Ross, her own family name being Griscom. She died in 1836.

Lincoln's proclamation emancipating the negro slaves went into effect in the year 1863.

The parcel-post system was started in the United States in 1913.

THE WAIL OF AN ECONOMIST

BY ALMA WHITAKER

It is most unsatisfactory to be a nice, careful, thrifty female in an age that adores flaunting extravagant queens. It is utterly blighting to shine as an economist in an era that positively makes no provision for us.

For instance, just take the matter of parcel string. Some misguided soul in my youth taught me that it was sinful to waste string. Therefore, for long, thrifty years I have been laboriously untying the string from parcels—nothing could induce me to cut it—and winding it up into neat little balls. I must have accumulated mountains of it in my lifetime—and possibly a one-thousandth portion of it was ever used. Nobody wants the dratted stuff. I can't sell it. And if, in a spasm of despairing virtue, I crocheted the silly stuff into curtains or bedspreads they would cost me more in time than a hand-embroidered affair bought at regular prices—besides looking fierce and unlovely.

It's the same with paper—all kinds of paper. For a brief and glorious spell during the war my paper-saving was a genuine virtue. Now it is just a dashed nuisance. With appalling and pitiful thrift behold me industriously collecting up newspapers, wrapping paper, paper bags, folding and keeping them mathematically sorted, dreading with all my economical soul to burn the wretched stuff—and finally meekly paying a junk man to relieve me of their presence when the garage, the cellar and the attic are loaded to the gunwales.

The matter of clothes is equally disconcerting. How I hate to discard clothes. I mend and patch and clean and turn until some practical relative tells me a few home truths. Then I conscientiously make up a bundle for the poor—and there aren't any poor who would so bemean themselves as to wear my clothes when I've done with them. If I am going to give them away I must do it long before they are worn out and that means that I must buy new stylish ones, while my old ones are still wearable—which my early training convinced me was a very extravagant, wasteful thing to do. And if I tried to sell them—I did once—I am covered in contumely by the demeanor of the second-hand merchant, who makes it plain that 50 cents is a magnificent price for a gown that cost $85, but which is now hopelessly out of style. Five dollars, with a few covert insults thrown in, is the best that can be realized for the entire family's cast-offs—and one feels a paltry cheap skate into the bargain.

Neither can I bear to waste food. But does my thrift win any complimentary eulogies from the family and the help? It does not. Especially the help. I am made to feel that I am a niggardly oppressor, a disgusting cheese-parer, a parsimonious skinflint. So when, in despair, I stifle my economic instincts and let the garbage can have full sway my only alternative is frightful pangs of conscience and that ghastly sensation of having weakly given in to "the forces of evil."

Another sorrow that frets my soul is the magazines—and especially and particularly the Saturday Evening Post, which is blighting my life. Because, you see, when I have bought a magazine, invested my money in current thought, as it were, I feel that it is my duty to read the wretched things from cover to cover. If I don't I am sure to miss the particular article that was most worth reading. Yet, of course, if I performed this intellectually economic duty with any sort of thoroughness I shouldn't have time to do anything else. So I am forever making neat little piles of overwhelming magazines, nicely ranged according to date, and cluttering up the whole dashed household, which some day, somehow, I fondly hope I shall find time to read. Of course, the only reasonable thing to do would be not to buy 'em—but that is unthinkable. Starve my intellect! Never. Do I not owe a duty to literature, to culture? Lately, bless his heart, the baby has rushed to my attention in this respect. He just tears 'em up and mutilates them beyond all possible recognition. But, even while I recognize and gratefully appreciate the service he is doing me, I am shuddering at the ghastly sin I am committing by allowing any child of mine to be so criminally wasteful. It is relief tempered with anguish.

Another of my pet economies—turning off electric lights when not immediately needed and turning down gas directly the pot boils. Families and help have the utmost contempt for this form of economy. Economy! Pshaw! Just plain stinginess. Whether one forces them to co-operate or merely undertakes the odious duty oneself, the result is the same. Still there is no joy in saving a few mate $10 a year on gas and light bills—nothing but $10 worth of family reproach.

And just when I have pretty well decided to fling my dastardly thrift-ly upbringing to the winds, to become a thoroughly attractive, flaunting, extravagant queen, to cut the gas off and burn the papers and give the new-old clothes away and buy new ones and let the fool lights burn all over the house and not care a rap if I miss seven articles out of ten in the magazines and let the dear old garbage can wallow in luxury—when I read a severe indictment against extravagance and on behalf of thrift in some daily paper—why, my conscience or some dread fear never lets me miss—and behold my woes begin all over again.

No one has taken the bank admonitions more seriously to heart and maintained a ravishing account more conscientiously than me. So, of course, I ought to be rich. But thrice in my life when I have hoarded a nice little nest egg by earnest conservation and "the art of doing without" somebody has taken it all away from me. Not bunko artists—but probably some one in trouble. Some one who had been kind to me. I couldn't deny, some one who I knew I was a friend in need of such a dear, generous soul—some one who would not for the world ever descend to practicing the petty, stingy economies that are mine. No, sirs, almost always some fine, generous, whole-hearted, lavish, noble person who scorned all sense of niggardly limitations and believed in an ever-present providing goodness and prosperity which all are entitled. I first admire this sort of person tremendously—they make me feel so mean. try. So I give them all my ill-served savings to keep them out of jail or help them out of the hospital or keep the landlord from turning them out of their house, to aid them in embarking on nice, large, generous schemes for making millions, by which they will never have to practice the paltry economies which have made me such a dubious sort of person.

And when they die I shall probably give them a handsome funeral—one simply can't be stingy about funerals—and I, for my part, economic pains, shall be born in a pauper's grave.

So "Here's to the flaunting, extravagant queen—"

And—ahem—"Here's to the best wife that's thrifty"—poor thing.

AIN'T IT JUST SO?

Professor Dink Beeson says moralists have written of the proneness of the mere human to be Intolerant of the faults of the Fellow who hankers after flesh-Pots to which he has no liking. But he has always found it to Be a fifty-fifty proposition and Half the time it is the extravagant hairpin who is loudest in Condemnation of extravagance in Others and the man with the secret garden criticises the poor Fish whose secret garden has Been exposed to the light of Day, and when it comes to stinginess Joe Todd thinks Eli Cubbison too stingy to live and Eli Cubbison thinks Harold Googe The greatest tightwad ever, and Harold Googe never wearies of Telling the world about Joe Todd Stowing away the two-bit cigar A traveling man treated him to And afterward trying to exchange It privately with the proprietor Of the Leisure Hour Smokehouse For six packages of what Made Wrigley famous.

THREL FALL.

CORPSE WON'T KICK

Headed "Looking Forward to a Pleasant Time Being Had by All," the Sanford (Fla.) Herald has the following announcement: "—— & Son have a new hearse and as far as hearses go it is a beauty, being finished in the very latest design of burnished silver called 'molten silver.' —— & Son are well equipped to take care of all the funerals in this section of the country, having two fine funeral cars with the prospects of the old car being turned into an ambulance. Like everything else on wheels, hearses with the horses and other equipment have given way to the new motorized funeral cars and if one must ride in this car it will certainly be satisfactory."

FORCE OF HABIT

We like very much the story of the dentist who went fishing and was disgusted at landing a large and rotund catfish. He seized the beast firmly around its waist and began to work the hook out. Quite automatically and with his usual air of courteous firmness he bespoke the fish. "Open wide," he said.—[New York Evening Post.

JOSEPHINE TURNED AROU

Josephine ate nothing but [illegible] mines, she understood the Darwin theory, she looked into relativity, psychoanalysis was very easy for her, she read the "Outline of History" and she could tell you what your dream meant.

Men passed her by. They thought of her as a sort of [illegible] with all these things congested therein.

One day the iceberg thawed and Josephine bought a musical comedy wardrobe, she bleached her hair, she tried out different kinds of powder and rouge, she made a study of slang, she walked with a swagger, she drew all men to her and held them there.

Oh, well, worms are not the only things that turn.—[Katherine Lay in Judge.

FINLAND PROSPERS

Finland has lately celebrated the fifth anniversary of its birth as a republic. This is one of the [illegible] tional war babies which bids fair to survive. Finland is living within its income. It is exporting more than it imports. It has developed a fairly suitable currency. And its people are at work.—[Los Angeles Journal.

COOING WITH COUE

We really have it awfully bad,
About the worst we've ever had.
Gripping each knot we sadly cry
"I'm growing better day by day."

This cooing with Coue is quite a game,
But I'm getting sick of it, just the same;
My string is dirty, my temper is worse,
And all for following the latest style.

And as for getting better—well,
Perhaps it is too soon to tell;
Perhaps my mind is hard to train,
But lately I've been acting [illegible]

My brain is clouded, my [illegible] slow,
I make mistakes wherever I go;
The Christmas season may be to blame,
But I'm off Coue just the same.

I have a vacant feeling, [illegible]
And can't stop mumbling as I go
About the city on my way,
"I'm growing better day by day."

KATHERINE LY[illegible]

Brock Company

As We Look Forward—

THE interval since last June has seemed to us like an extended housewarming—a continuous welcoming of friends to our beautiful new building. The Jewel Show and the holiday shopping season, with their throngs, gave it a splendid culmination.

There follows the happy consequence that we commence the New Year, feeling that our friends know our new home and what it holds for them—always.

Our sincerest appreciation goes out to those friends for their loyalty, and with it our most cordial good wishes for the year just dawning.

Visitors Welcome

Brock & Company
515 West Seventh Street
~Between Olive and Grand~

The House of Perfect Diamonds

SKY BLUE MONDAY



Letters

Sky-Blue Monday
January 1, 1923

Happy New Year to You All:—

Good Old
Nineteen
Twenty
Three

And good old California—

There may be skies as blue,
But none are bluer—
There may be hearts as true,
But none are truer
Than in California.

Everything seems just waiting to make Nineteen Twenty-three the year of our lives.

We wish you and yours all the joys—all the happiness—all the comforts—that shall go to make a truly Happy Nineteen Twenty-three.

We are grateful to you for the business and friendly association of the past year.

We shall ever strive to merit a continuance of such pleasant relations.

Yours sincerely,

Tim McGrath

311 So. Broadway Telephone 10519

TIMES-MIRROR PRINTING & BINDING HOUSE

THEOSOPHY TALK ALARMS WRITER

Shocked When Told Christian Idea is Dangerous

Lecturer Says Materialism is Only Real God

Members Believe They Have Solved Truth Riddle

BY ALMA WHITAKER

I sipped my first drink of Theosophy on Friday evening, at the United Lodge of Theosophists in the Metropolitan Building.

And I found it alarmingly disconcerting. The occasion was the regular Friday evening meeting, which is in no wise a "service" in the religious sense, but a lecture, followed by questions from the floor.

Theosophists specifically object to the exploitation of individuals hence the speaker's name is never advertised and I was asked not to break this rule.

QUARTERS ARE LARGE

The lodge has large, prosperous looking quarters and the auditorium was well filled—mostly with men, many of them quite young men of rather studious mien. Such few women as were there were older.

After an orthodox Christian upbringing, it proved a little shocking to hear the lecturer declare that one of the greatest menaces to humanity was the Christian idea of God, a monstrous personal God, a Being, with almighty powers; that so-called religion was another form of drunkenness, and that it was harder to cure the God-habit than the drink habit.

The only real God of today, declared the speaker, is Materialism, the only God the people really worshiped.

Nevertheless the Theosophists do not deny the deity They repudiate Atheism. Theosophy, they explain, "proves the necessity of a divine absolute principle in nature." It only refuses to accept any of "the gods of the so-called monotheistic religions, gods created by man in his own image and likeness, a blasphemous and sorry caricature of the ever unknowable."

STUDY OR LET ALONE

By which it will be realized that theosophy is one of those things it is dangerous to dip into—one must drink deeply, study widely or leave it alone. This first sip from the goblet left me boggled, with old faiths arousing me to the defensive, yet tottering under onslaught against cherished deep-rooted beliefs.

But even as I listened, the speaker was explaining this attitude of mine as part of the fundamental ignorance of the age—that ignorance which kept us upon the lower strata, which delayed our soul's progress up through the five conditions which we must attain to reach that of spiritual perfection—the body, sense, thought, knowledge and intelligence, and the soul realms in which abide omniscience and omnipotence, within ourselves.

Our ordinary human condition, he declared, was the lowest. We can fall no lower than that. But each of us is struggling in a more or less greater degree toward higher planes. Morality he said, was just unselfishness, and every tear we shed for others, every deed we did from motives of altruism, aided us towards this higher attainment.

NOT AGAINST CHRIST

"Theosophical teachings contain not one word against the pure teachings of Jesus, but unsparingly denounce their debasement into ecclesiastical systems that are ruinous to man's faith in his immortality and his God, and subversive to all moral restraint." This is an excerpt from a booklet issued by the lodge, entitled, "Conversations on Theosophy."

I include this excerpt, because the lecture I heard did not make this clear—hence, without the booklet, I should have been guilty of having imbibed only that "little knowledge which is such a dangerous thing."

The speaker likened our human existence to a "dream," stressing at the same time the amazing power of imagination, and declaring the phenomenon of the dreams of our sleeping hours as just as real, while they last, as this dream of our waking existence. And, as we retain our dreams in our memory and ascribe significance to them when we awake, so our waking lives are dreams, vast dreams which have the power to make us far more awake than we are now awake, if we profit by our experiences.

EVERYTHING IS SPIRIT

Vaguely, unsurely, I gained from this lecture the thesis that everything, everywhere is spirit, soul, that "materialism" itself is but a manifestation of spirit, and "that the whole order of Nature evinces a progressive march toward the higher life," which is finally attained by our absolute "conscious knowledge of immortality." I gathered that the speaker considered Christian Scientists nearer the Truth than orthodox Christians.

"Man is a soul and as such stands among material things" declares the pamphlet.

I was impressed with the studious attitude of the audience, with their pertinent questions, with the happy assurance of the seemingly obscure replies.

This lodge was founded in 1909 by Robert Crosbie and has grown to important dimensions. Members take up no collection, collect no fees. They are not connected with either Mrs. Annie Besant's or Mrs. Katherine Tingley's branches of Theosophy, but in the main their teachings are the same. They use the word "teachings" rather than "faith" or "creed."

RELIEVE RIDDLE SOLVED

But they, like other faiths and creeds, believe that they have solved the riddle of supreme truth, they, like all the others, deplore the prevalence of ignorance and materialism, and they, like all the others, preach personal morality and all those essential principles of humanity which are so simply and exquisitely embodied in "The Sermon on the Mount." And one is tempted to recall those homely lines of Ella Wheeler Wilcox:

"So many faiths so many creeds,
"So many paths that turn and wind,
"When all the old world really needs,
"Is just the art of being kind."

GLAD NEW YEAR ASSURED RIGHT-ACTING ANGELENOS

Hopeful Sermons Preached in City Churches; Keynote of Universe is Joy, Pastor Says

Next Tuesday, as well as today, will be the beginning of a new year. The calendar will not show it, but the calendar does not record all the facts of time. The beginning of a new year is ushered in with every new-born day, but most persons are conscious of the starting of a new year only once in every twelve months.

Predictions for a year of gladness and prosperity for the people of Los Angeles were voiced by scores of ministers in their sermons yesterday, but the prophesies were accompanied with the proviso that happiness will be the lot only of those who conform their lives with divine laws and open their hearts to the reception of divine love.

No prescription for joy and peace was offered to selfish, mean, cruel, uncharitable persons. It was pointed out that the blessings of heaven fall only upon the heads of those who are wise enough and good enough to sacrifice self on the altar of service.

PASTOR POINTS OUT WAY TO HAPPINESS

One of the inspirational sermons preached on this theme was that by Rev. Thomas Lutman, pastor of the Mesa Congregational Church. In part Rev. Lutman said:

"The keynote of the universe is joy, not sorrow. God intended that every soul should be happy. The Greek word, 'blessed,' means happy. When Christ said: 'Blessed' in the Sermon on the Mount, He meant 'Happy.' Happy are ye. He had come to solve the world's problem. He knew that that problem was related to happiness. The verdict of the greatest thinkers is that we were meant to be happy. Christ didn't quarrel with that. He accepted it. If you are not happy there is something wrong with you, not with the world.

"Happiness is not a castle in the air. It is a building. It must rest on solid foundations. You can't juggle happiness either from Nature or God. You won't get happiness by asking for it but by acting for it. There is only one way to get a correct answer to a problem in mathematics. That is to work in harmony with mathematical laws. Happiness is founded upon laws as scientific as mathematics. The way to get it is to obey the laws upon which it is built. This is God's world. Happiness can only be won by obedience to God's laws.

"Part of our unhappiness is due to this: We have bartered God's sky for man's ceiling, God's pure sunshine for man's electric light. God's ocean can wash unhappiness away. God's sunlight can laugh it away. God's birds can sing it away. God's winds can sweep it away. A day with God among the hills will drive away the devil of unhappiness.

"I never knew a human sponge to be happy. An unselfish life cannot be an unhappy life. To be helpful is to be happy. To keep happiness you will have to give it away. You will see in your own face the reflection of the sunshine that you have put into the faces of others.

"Happiness begins with health. The man who puts a mortgage on his body puts a mortgage on his happiness. Sickness is a knife, and the edge of the knife is at the throat of happiness. Not 10 per cent of us are as well as we ought to be."

DISCUSSES DREAM OF PATRIARCH

Dr. William MacCormack, dean of St. Paul's Pro-Cathedral, preached on "The Significance of Dreams" yesterday at the Scottish Rite Auditorium. He said in part:

"Readers of the Bible are impressed by the frequent occurrence of dreams. For example, there are the dreams of Joseph, the dreams of Pharaoh, the dreams of Nebuchadnezzar and the dreams of the husband of the Virgin Mary. The importance attached to these dreams raises the question in our minds as to whether they are reliable sources of information. My conclusion, after somewhat careful thought is this: That they may be accepted as reliable with reservation. This dream of Jacob, which is our special subject of thought, calls to our attention several valuable considerations. Jacob made a new and surprising discovery of God. In this vision that God gave to him at Bethel he learned that Jehovah was the God of other families besides his own. He came to realize the universal presence of God. That night disclosed to him this additional fact: that heaven and earth are intimately connected. This ladder which he saw is but a symbol of the close relationship between the spiritual and material world. As we leave the old year and enter upon the new, each of us has his dreams and visions. The momentous question remains, what do we propose to do with them? Dare we say, in the language of Jacob, 'if God will, I will'?"

PASTOR SAYS LOVE IS SUPREME LAW

Dr. W. E. McCulloch, pastor of the First United Presbyterian Church, preached yesterday on "The Supreme Law of Love." His sermon in part was as follows:

"There has been an immense amount of sentimental gush uttered on the subject of love. A lot of short-lived poetry has been poured forth with that particular theme as its inspiration. Many persons have pitifully inadequate conceptions of this thing which is the sum of all the graces. Real love, that concerning which Jesus uttered his great words, is the sublimest of all life's possessions. It is, as Henry Drummond says, the greatest thing in the world.

"Paul declares that a man who loves his neighbor has fulfilled the law. We Americans are noted the world over for crowding our statute books. We seem to have a specialty for law-making. Now all laws, particularly those which touch in any way the moral relations of men are summed up in the one law, 'Thou shalt love thy neighbor as thyself.' If one obeys that supreme injunction he will be in no danger of fracturing the Ten Commandments. He will have no disposition to blaspheme nor to dishonor the Lord's Day, nor to disgrace parents, nor to be unchaste, nor to lie, nor to kill nor to steal nor to covet. Love instinctively stops short of doing anything that would injure one's neighbor. Love is not worried over supposed encroachments on 'personal liberty,' because it is unselfish enough to seek the higher interests of others, even the weakest. If love had its way, 'man's inhumanity to man' would cease, labor and capital would harmonize and international problems that now vex the world would be solved."

SEES UNFOLDING OF GOD'S GOOD PLAN

An optimistic message concerning the coming year was voiced by Dr. Bruce Brown yesterday in his evening sermon at the South Park Christian Church. Dr. Brown spoke in part as follows:

"As we sing the dirge of the old year, and in a few hours the nativity of the new, I hold with unshaken faith the conviction that an age-long, world-wide plan is unfolding, that man is marching upward, that the Sun of Righteousness is rising with healing in His wings, that the fogs of ignorance are dispelled, that the forces of truth are crossing no man's land and that the flag of freedom is to be unfurled in every land.

"The morale of the soldier vanishes when he believes the battle is lost, the usefulness of the worker is ended when he believes he is soon to be discharged, and the enthusiasm for the redemption of humanity is dead when the conviction comes that wrong and injustice are to triumph. To win the victory we must believe in ourselves and the cause for which we fight.

"The great editorial in the Los Angeles Times on Christmas morning, showing that Buddhism never builds hospitals that Confucianism constructs no orphanages and almshouses, that Turkey has no Young Men's Moslem Association that Hindooism has no care for the widow, that humanity's progress and the world's hope of a fairer day are linked to the Prince of Peace, ought to challenge every soldier of the cross to greater heroism as we hear the bugle call of the ages."

Unfriendly Thing to Do

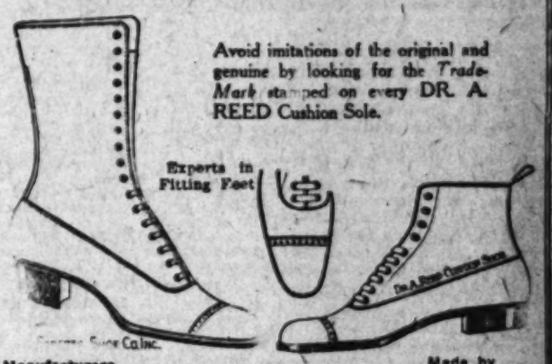
It was during a lively skirmish between the irregulars and the Free Staters. One of the latter, it being his first engagement, was very nervous. A chum of his was in the line of fire and when the bullets began to fly the chum began to dodge. Thereupon the recruit shouted excitedly, "Hey, Pat, don't duck! Remember I'm behind ye!"—[Boston Transcript.



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ROSE PAGEANT LOVELY SIGHT

Applauding Thousands See Splendid Parade

Beauty of Southland Passes in Grand Review

Pasadena is Again Gracious Fiesta Hostess

(Continued from First Page)

was perhaps one of the most striking in the parade. It was made to represent a peacock, with the head erect in pride, being driven by Randolph Bennett, a chubby boy, of 217 East Chestnut street, Glendale. The boy sat in a blue toy wagon, loaded with dark red roses, and drove the peacock with reins of smilax. The red roses on the toy wagon surrounded four pedestals, upon which were placed four cups previously won by Glendale.

The peacock was fourteen feet high and thirty-six feet long. The tail spread nine feet and the total length of the float was fifty-two feet. Ten thousand blue cornflowers made up the breast of the peacock, the wings were of Oregon grape. The foundation of the tail was of heather, the spots of cornflowers, maiden-hair ferns and violets. Three hundred bunches of violets were used. The back of the bird was of yellow pompons, mixed with smilax. The feet and beak were of heather, the eyes of marigolds and carnations. The small wagon was covered with 2000 cornflowers. The disc wheels were made of marigolds and ferns. Lettering was done with white carnations. The float was designed by L. W. Chabe, under the auspices of the city of Glendale, the Glendale Chamber of Commerce and other organizations of that city.

BRIDLE PATHS SHOWN

Depicting the famous bridle paths of Beverly Hills, the float of that hotel was a unique departure from the conventional. Surrounded by outriders the central object became at once a bit of the hills transported to the pageant. Upon the entry was a huge stone fireplace at which a chef was preparing a dinner. Shading the reclining figures were oak trees. The base of the float was of ferns and on this background were the words Beverly Hills in red carnations. Those riding on the float were Misses Ruth Alden, Adalee Enders, Beulah and Thelma Burns and Mr. Bruce Randall.

The outriders were R. Vogt, L. Jessurun, B. Vinten, M. Strohn, H. Simpson, B. McArthur, J. Tinker, J. Headley, V. Bennett, R. Burns, L. Bayer and A. Peaton.

"GEM OF FOOTHILLS"

The "Gem of the Foothills," a symbolic float entered by the Monrovia Chamber of Commerce, drew a great deal of applause. The gem was Shirley Jean Vitt, a tot of 5 years, who appeared as a diamond set in a crown of gold and platinum. The crown was of roses set off with dusty miller, while the pla-

of the blue-and-yellow sphere, with smaller emblems on the drapery around the float. Several miles of smilax and more than 2000 blossoms were used. Seated on the float were J. Herbert Hall, Dr. J. Tyler Parker and William F. Ewing.

PASADENA KIWANIS

A large rectangular float decorated with thousands of pink and white flowers was entered by the Pasadena Kiwanis Club. The Kiwanis emblem, a gold shield, made of callendulas and marigolds was supported in the rear of the float, which held baskets of vari-colored carnations and roses along its sides. Three young girls in dainty dresses were seated under the emblem. The children riding in the float were Pauline Clara Brenner, Virginia Anne Parker and Bessie Montgomery Moore.

PASADENA REALTY BOARD

The Pasadena Realty Board float pictured an attractive Spanish bungalow at the foot of snow-capped Echo Mountain. The observatory and snow were made of white carnations, and the slope of the mountain was formed of centuria and cornflowers. The walls of the bungalow were constructed of white China lilies, interspaced with striped awning of violets and marigolds. A tile roof of red carnations completed the bungalow, which was surrounded by a lawn of ivy leaves. Palm and orange trees grew at the foot of the mountain.

SWEET SONGS

Sweet music stilled the tumult caused by the passing of so many beautiful entries when the float of the Angelus Temple floated along. The songstresses were fifteen girls amid a mass of white carnations and pink roses. W. S. Yeomans played the organ for the singing. The new Temple built near Echo Park, with a seating capacity of 5000, was dedicated yesterday.

BANKERS' ENTRY SCORES

One of the striking floats of the division was that of the Pasadena banks. The car, in which road a number of attractive young women attired in white with red hats, was covered with smilax. The hood of the car was blanketed with pink carnations while masses of white carnations formed the trimming. On the sides of the machine in bold relief in white carnations blazoned the word "banks." In the entry rode Misses June Morris, driving, Lois Pentzer, Louise McCormick, Reda Peterson, Marjorie Sweny, Helen Grinn, and Pauline Craig.

"PARLOR CAR TOURIST"

A Blackfoot Indian, Chief Birdrattler, was a distinctive feature of the Parlor Car tourist. He was imported from Montana and was very stolid. The car was beautifully decorated. The passengers included: Mary McMann, Violet La Planta, Edith Davis and John Dunsan.

"THE SUICIDE SQUAD"

Company H Machine-gun Squad had thirty-one men in the parade, with Capt. W. R. Jackson in command. The color-scheme was marigold and ferns. There were four machine guns on the float. The entry brought much favorable comment all along the line.

GIRL SCOUTS

The float of the Girl Scouts was



Entered by Pasadena Light and Power Department

fern. Letters in white carnations on the spokes of the wheel represented climate, education, recreation, good roads, home, industry and commerce. The float, rectangular in shape, was one of the largest in the parade. Girls in dresses of pastel shades contributed to the beauty of the entry. Evergreens, pine branches and ferns were the greenery used. Bessie Bird represented Miss Los Angeles, and revolved the wheel of industry. Renee Nonnie, a winsome little girl, was a flower girl, and Fritzi Fern, another little girl, acted as a page.

SALVATION ARMY

An immense bird's nest of brown twigs on a mass of greenery was the prominent feature of the Pasadena Salvation Army float. Emblems in red and white carnations were displayed at both ends of the float. An army lassie with several children sat in the nest, depicting the spirit of charity. The army band preceded the entry.

There were fifteen kiddies in the nest, over which hovered Brigadier (Mrs.) Florence Gooding. The float was in charge of Brigadier W. H. Gooding. Shields of carnations, bearing the inscriptions, "Hope of the Nation" and "Salvation Army," added to the attractiveness. The nest was of eucalyptus and pepper bougha. Ernest and Elmer Klann, twins, and brothers of Edith and Evelyn Klann, also twins, were seated just on the edge of the nest.

JUNIOR PLAYERS

A charming entry, by the Junior Community Players, was a float representing their insignia and activities. The float, done in gray, green and yellow, was a picturization of several of the plays and was topped by a tiny elfin sprite dressed in blue. At each corner of the float rode children costumed as animal characters which have taken part in the community plays, a cat, dog, lion, a frog and several bunnies among them. The float was decorated almost completely by members of the organization and their friends.

SUNBEAMS OF ORANGE

Attractive young women appeared as "Sunbeams of Orange" on the float of the Orange Chamber of Commerce. The floral decorations were marigolds with wild mustard and blue coen flowers as the base. The young women were Melba Mitchell, Portia Freidenboom, Elizabeth Muscroff and Erma Brown, Ruth Smith, Marjory Strain and Irene Lewis. A metallic cloth representing streams of sunlight, added to the effect.

PASADENA MERCHANTS

Carrying the slogan, "Pasadena First," and representing Pasadena as Crown of the Valley, the entry of the Pasadena Merchants' Association won enthusiastic applause from boosters of the city. A large gilded crown wreathed in smilax, pink carnations and roses surmounted the center of the float. Pine shoots and ivy formed a rich green background for the floral designs. Seated among large baskets of roses and carnations was a charming group of girls. In the car rode Francis Pratt and Gladys Witeland.

CHAMBER OF COMMERCE

"Pasadena in 1924" was depicted by the Chamber of Commerce float. It consisted of a floral display with a bullseye in the center at which four charming girls were aiming with gold arrows labeled with the city's name and the year. Shields on the side of the float also carried the numerals and insignia. The girls were dressed in flowing garments that matched the color scheme. On the float were Marie Heiner, Lillian Landgard, Jessie Agston and Anna Bela.

HIKING SCENE DEPICTED

The Los Angeles and Pasadena sections of the Sierra Hiking Club portray a mountain camp scene in the float entry of that organization. A hasty campsite was shown beneath a windswept cedar and fir. A cook was frying flapjacks at an open fireplace of rocks. Mrs. Josephine Spades was in charge and the hiking girls were Miss Hazel Camp, Miss Ruth Reeves, Miss Ione Morrison, Mrs. Elizabeth McGregor and Mrs. Will Barry.

SONS OF VETERANS

The Sons of Veterans and its auxiliary used shields of red and white flowers for the basis of decoration. They were made of California pepper and berries, and across the face in white flowers was inscribed the name of the order. At the back of the float were draped two flags, in the front were baskets of red, white and blue blossoms, and the canopy was formed of bunting of the same colors. On the float were the outgoing and incoming president of the two organizations, Mrs. Fay Macy and Mrs. Mary Mathews, N. H. McCoy and W. R. Flynn.

"HEARTS AND FLOWERS"

The float exhibited by the Tournament of Roses Association itself was one of art and beauty, though it was not judged in the competitions. It was called "Hearts and Flowers," and was all the same implied. On a pedestal sat Clelia White, as a queen, surrounded by three hearts made of flowers. In the center of each of the flower hearts sat attractive young women. They were Etna Stout, Helen Weatherbee and Ruth Thompson. The floral decorations consisted of pink carnations, violets, maiden-hair ferns and puny willows. A cherry tree with sweet peas representing blossoms added to the exhibit.

AMERICAN LEGION

A huge replica of the Liberty Bell was the feature of the float entered by the Pasadena American Legion. The red, white and blue of carnations, roses and cornflowers were utilized in large floral shields, each representing the emblem of the Legion. Flat cedar was used for drapery. Attractive as the Goddess of Liberty, Miss Kathryn White sat at the rear of the float. Others riding were LeRoy O. Reynolds, a doughboy; George Sabin, a sailor; A. J. Smith, a marine, and Miss Phoebe Low Dean, a Red Cross nurse.

STICKNEY SCHOOL OF ART

Pampas plume brushes and many-hued flowers simulating paint, with an immense palette, occupied the forward portion of the entry of the Stickney Memorial School of Art. Behind the palette stood a model on a dais, posing for two artists. One portrayed her with oil paints and the other with clay. The base of the float was of greenery. In the float rode Miss Viola Kepler as model, House Olson as sculptor, Clifton Sawyer as painter, Murray McDougal as the painter's page and Miss Mary Allen, driving.

EAGLE ROCK'S RED ROSE

The float of Eagle Rock City, exhibited by the Women's Club of that place, aided by a large number of other citizens, was an attractive piece of work. The float represented a large red rose, with long green stem, resting on its side. The rose was made of red roses, set off with beds of acacia, pepper bough and ferns. There was no one on the float but the driver, who could not be seen for a large bed of acacia, ferns and other greenery. Mrs. Mabel M. Rungs was chairman of the committee in charge. The float attracted much pleased attention.

WINTER BATHING SHOWN

Redondo Beach's exhibit depicted a scene at that place in winter time. Standing at the door of a cottage, surrounded by flowers, stood Mrs. Jennie France, appearing as the mother, waving to her children at play on the beach sand and in bathing. The children were Lovella and Melvin Hodge and Mavis and Merrill Clark. The float was entered by the Redondo Beach Chamber of Commerce and was in charge of H. D. Pottenger, secretary. Surrounding the cottage were umbrella palms, pepper bougha and red, white and pink carnations.

WELL OPERATES ON FLOAT

Long Beach's float presented a contrast to other entries. A large pedestal was formed by a bed of red, white and pink carnations and on top of what represented a hill, probably Signal Hill, was a miniature oil well in operation. Small colored electric lights showed the little well off to better advantage. Buford Waldron was in charge of the exhibit.

ANAHEIM CIVIC ENTRY

The entry of the Anaheim Chamber of Commerce which was symbolic of the California Valencia Orange Show, stood out as an attractive float. Most striking was a large vase of eucalyptus leaves and four smaller vases of bachelor buttons, with strings of Chinese lilies and narcissus connecting four large pedestals. No one was on the float except the driver.

HOLLYWOOD CHAMBER

In a throne of massed greenery and brilliant flowers, May McAvoy, Paramount picture star, reigned over the Hollywood float, representing music and art. Hundreds of red, white and gold blossoms were interwoven in the green ferns and evergreens covering the float. Billy Lord, winner of a recent baby contest, stood in front of the throne turning a camera of flowers focused on the queen. In front of the camera, seated in a beautifully decorated vase, sat Baby Peggy, endeared to motion-picture fans. A band of fifty pieces entered by Hollywood High School preceded the float.

JUNIOR PLAYERS

Mrs. J. Sims was in charge of the float of the Junior Community Players. She reigned over the pages accompanying the exhibit. In decorating the entry there were used many marigolds, wild sage, wild cherry, bamboo, ferns, smilax, acacias and Chinese lilies.

TYPICAL OF CALIFORNIA

A flowery mountain and a handsome bungalow, showing what anyone may do, were the entry of the Pasadena realty men. The scene represented the vicinity of Mt. Lowe. The decorations were corn flowers, centurias, Chinese lilies and violets. More than 550 roses were used in the color scheme.

MOTOR CAR DEALERS

The flowers chosen by the motor-car dealers of Pasadena were violets, chrysanthemums, accacia and lilies. The fair occupants of the float were Lorenza Wiggins, Esther Thorpe and Mary Jain.

SCHOOLS ENTER

A huge colonial coach, thirty-eight feet long, and composed of ropes of smilax and pink carnations, carried Allene Struble, Grace Burns, Loritta Francis Martin, Russel Harriman, Arthur Syvertson and Jack West of the Welfare Leagues of the city schools. The float was entered by the Pasadena public schools and was one of the most beautiful.

Two floral butterflies guided by smilax ropes apparently drew the coach, which was sheltered by garlands of vari-colored flowers.

"SPIRIT OF '61"

The impersonation of Abraham Lincoln by W. A. Lee was the feature of the Grand Army float, which undertook to picture the "Spirit of '61."

Flowers of many colors blended with the blue uniforms as the boys of the Civil War sat at the feet of the Great Emancipator. The flag bearer was O. C. Stevens, the drummer boys were O. W. Kinsman, Walter Templeton, John McDonald W. T. Winterburn and Mr. Williams.

MINIATURE PARK

The Pasadena park department constructed for their float a miniature park and flower garden, thick with growing plants and bushes bearing buds and blossoms of every sort. A lawn and winding walks on a tiny scale gave the float an air of completeness and detail that was carried out further by a miniature pergola spanning one of the walks.

The sides of the float were a mass of color and the words "Pasadena Park Department" were lettered in with clataegus.

"BOOSTERS" FLOAT

The float of the Northeast Los Angeles Improvement Association was a great square of pepper bougha decorated with roses and red and pink carnations. On the sides, in red and white, was the organization's name and in front, in brilliant red, were the figures "1923" and a shield of ivy and carnations. Across the rear was the word "Boosters" in red. Mrs. M. E. Langdale, Miss Gladys Bruner, L. Baird and F. W. Katzmaier rode.

GARLANDED AUTO

Streamers of maidenhair fern interlaced with carnations and garlands of the same flowers provided the Benedict Motor Sales Company of Pasadena with an attractive float. The car used was a large roadster containing E. H. Cousins and F. C. Westfall.

TOP OF FLOWERS

Miss Pansy F. Barrington drove the attractively decorated car of Guy B. Coley. The title of the entry was "California Top of California Flowers." The canopy under which Miss Barrington and Miss Verna H. Williamson sat was a solid mass of brilliant red carnations trimmed with white. The body of the car was covered with maidenhair fern, with pink carnations forming a relief. Upon the sides of the machine was the name of Mr. Coley worked out in pink

"NATURAL CHRISTMAS"

Drawn by a tractor which was submerged in a mass of smilax was the brilliant float of the Pasadena municipal water and light departments. On the ample green covering of the lead were the figures "1928" on the sides in red carnations. The float itself was a great square base of smilax with "Municipal Light, Water" in red carnations on the sides. The flat surface was covered with mountain holly and live oak. On each corner was a deodora tree lighted up by miniature electric bulbs typifying the annual "natural Christmas" celebration given by the city.

From the center of the float arose a fountain, the base of which was dusty miller, the pool, brilliant cornflowers, and towering above this was the fountain itself of marigolds. The spray was formed by shoots of white carnations.

FIRE DEPARTMENT

The float of the Pasadena fire department was a departure from the conventional decorated apparatus. Upon a base of smilax on which, in silver, were the words "Central Fire Station, Pasadena Fire Department," was erected a large model of the new Pasadena central fire station. The walls of the building were of silver sage with trimmings of marigold. A tiled roof was created with red carnations. From the building, looming quite as in real life, was the tower of the structure. Upon this, half hidden in the mass of flowers, were the miniature figures of firemen. Small trucks were emerging from the various archways of the building. Before the entry walked a lone uniformed fireman.

MAMMOTH ARROWHEAD

With a mammoth arrowhead towering from the center of the float decorated in brilliant orange, the entry of San Bernardino provided a colorful bit. The central decoration, of heroic size, was a mass of orange leaves with an outline of marigolds. In front of this was an enormous basket of oranges set on a blanket of orange leaves. Mingling with the riders were baskets of roses. The float depicted the national orange show. Those riding were Misses Leone Dredge, Winona Brown, Myrtle Didelow and Bessie Kemmis.

SOUTH PASADENA

The entry of the city of South Pasadena was a most artistic float, the blending of colors being most delicate and harmonious. Violets, carnations and wild cherry constituted the color scheme. The float represented the City of Homes, a mother and child lending the domestic touch. They were Thyra Ruhland and Leoti Warren, the latter the child. Added floral decorations were pew-stamin and heather.

SPIRITED HORSEWOMAN

Miss Lois Wilson, moving picture star, attired in white, rode a Kentucky thoroughbred from the ranch of Revel L. English. She was accompanied by Philip J. Mercy, who controlled a spirited chestnut. Miss Wilson's mount, though temperamental, was controlled perfectly.

WILD WEST ENTRY

The Wild West was represented by Louise and Gerald Walbaum, who rode cowponies decked in the characteristic horse hair ropes, Navajo blankets and heavy western saddles. The riders also were dressed in the approved cowboy and cowgirl style from chaps to sombrero.

JAEGER CHILDREN

The Jaeger children, as usual, were found in pony carts tastefully decorated with rare and beautiful blossoms. Miss Yvonne Jaeger drove a "Basket of Flowers" round which were woven wreaths of pink carnations, roses, chrysanthemums and orchids. She was accompanied by her tiny brother Norman. Miss Thelma Jaeger drove another cart.

SPIRITED MOUNTS

Some of those who entered and rode their own mounts before the judges were John Callahan, Mildred Raymond, John Kypers, Clement Callahan, P. J. Morey, Austin Kimmis and Nathan Williams in Class N. In other classes were Helen Rittig, Alice Wiese, Florence Schiffman, Roland Woodruff, Jack Ransom, A. G. McIntosh and little Winifred, 17 years of age; Marion Moir, Louis Downs and Laurace Bresee.

AGES OF HORSEWOMEN

The B. H. Dyas exhibit pictured the three ages of horsewomen and the difference in their dress. Miss Grace Teed represented the Amazon equestrienne in a more or less unfashionable garb. Miss Adele Von Ohl rode a side-saddle in the style of the eighteenth and nineteenth centuries, and wore an old-fashioned divided skirt. Miss Marietta Francis McComb, 6 years of age, was drawn by three of his playmates in a toy automobile, a product of his own skill. Roderick Cox and Francis Halderman floated by the watchers in an Italian gondola of their own make. Jewel Palin, 4 years of age, rode a Shetland pony.

UNIQUE ENTRIES

More than thirty mounts were entered in the several classes by which they were judged. James Britt, Sr., rode Silver, a thoroughbred Rex McDonald, while his son James, Jr., followed on his own Shetland entered in Class O. I. O. Thompson, dressed in the popular garb of St. Nicholas, rode in a sleigh drawn by Trixie and Dixie, two Shetland ponies that took him to New York and back in 1918.

OCCIDENTAL COLLEGE

Orange marigolds against black draperies attractively displayed the college colors in the Occidental College entry. A large "O" was mounted on a mass of pine boughs in the center of the float, which carried students of the college.

PASADENA GIRL SCOUTS

An inspiring entry was that of the Girl Scouts of Pasadena. The outdoor life of the organization was pictured in a woodland setting. Trees, bushes and ferns were arranged on the foundation of the float. Yellow marigolds, evergreen shoots and trailing ivy completed the decorations. Girl Scouts in costume were camped beneath the trees.

PARLOR-CAR TOURS

Winter sports at Lake Arrowhead were represented by the parlor-car tours entry. Pretty girls in winter togs and snowshoes at one end of the float contrasted sharply with the palms, flowers and Spanish dancers at the other end.

PASADENA MOTOR DEALERS

A graceful gondola constructed of flowers, ferns and evergreens was represented in the float of the Pasadena Motor Dealers. Beautiful girls in dresses blending with the vari-colored flowers sat beneath a canopy trimmed with ferns, ivy and a shower of delicate chrysanthemums and violets. Along the sides of the float were fixed beautifully designed shields of the same flowers.

BANKS HAVE ENTRY

Pasadena banks, represented by the Pasadena Clearing House Association, entered a large touring car elaborately decorated with red and white carnations and delicate trailing smilax. Young women from the banks completed the color motif in large red picture hats and snow-white dresses. From each hat trailed a wide red scarf.

LIONS' CLUB

A unique entry was that of the Pasadena Lions' Club, which represented a mountain scene enlivened by the presence of a lioness and her two cubs. The animals stood in front of a cave, around which sage and mountain shrubbery grew in profusion. The base of the float was made of green scrub oak. Two horses in red harness, attended by two mountaineers in rustic attire, drew the realistic scene. Grant Orth was the designer.

LOS ANGELES OFFICIALS

Mayor Cryer in one car and members of the Los Angeles City Council in another followed closely behind the official cars in the lead of the parade. They bowed many friends en route.

ANAHEIM CHAMBER

The second float entered by Anaheim business men was the rectors' car of the Chamber Commerce. It was hung with lands of smilax with lavender red flowers, forming the relief

CHARLES A. OLSEN

A mass of bally covering hood of the roadster of Charles Olsen presented a cheery hue effect. The car was blanketed fir and pepper branches interspersed with roses. With Mr. sen rode his mother.

PARADE NOTES

Chief of Police Kelley rode large red touring car decorated with pennants and ribbons Penn State and U.S.C. universities.

Paul Dill of Pasadena in a Cadillac drew a laugh from crowd by his travesty labeled Hicksville Fire Department."

A flower-bedecked motor and side car from the Los Angeles Harley-Davidson Company driven by Lucy Westlake, a daughbred German police dog by C. W. Seifert, and a float rying an orchestra and singers, known as the College Trio, added to the entry.

Jewell Ann Balin, 4 years age, a pretty little girl, riding shaggy Shetland pony, drew great deal of attention in the gle entries.

ARGUE ON SPEED

A Los Angeles sergeant of lice, stationed at Colorado and ange Grove avenues, was betw two contending forces. The ju and officials of the tournam urged greater speed, while the ficial and various other pho raphers held up each float photograph it.

The car carrying the Board City Directors and City Mana C. W. Koiner was covered pletely with smilax, carnati and sweet peas, and although was a large machine, there little to be seen except the soma.

The California Institute of nology had a thirty-piece and twenty men in the batta It was a warlike entry.

The car of Will M. Glass decorated with streamers of and pink carnations. With Glass rode a number of young and women.

MUSIC IN THE PARADE

More than ever before the furnished by the various thrilled the spectators. They the pick of the county. They Al Malaikah, Hollywood Band, adena Elks' Band, University Southern California Band, Beach Municipal Band, pieces, B.P.O.E. of Los A Band, Scottish Pipers, Eagle Band, California Institute of T nology Band, Franklin High Band, Salvation Army Band, nistan Grotto Band of eig pieces; Long Beach Muni Band, Pasadena Firemen's Pacific Electric Band, Band, Pasadena Shriners' American Legion Band, Holly Post, forty-three pieces, and Glendale Band of thirty-five

The entry of W. J. Thom and family was covered with layer of pepper boughs in w the bright red pepper berries tened in the sun.

The Murphy Motor Company an attractive exhibit which onstrated what's what in motor hicles.

Eagle Rock, which always sh in splendid shape, was greeted cheers as it passed along.

The Beverly Hills Riding had spirited horses in the pa representing the Beverly Hotel. There were twelve ho in all ridden by experienced and women.

ARMED BANDITS ROB OIL STATION OWN

Three armed bandits, using stolen automobile for their Year crime cruise, early yester morning held up S. D. Smith, of an oil station at 3501 Whi Boulevard, and robbed him of After taking his money the dits wished Smith a Happy Year and speeded away.) The chine was a Buick touring car on last Saturday from Steven tush, 5354 Woodlawn avenue.

DELHI COLONY HEAD COMING THIS WE

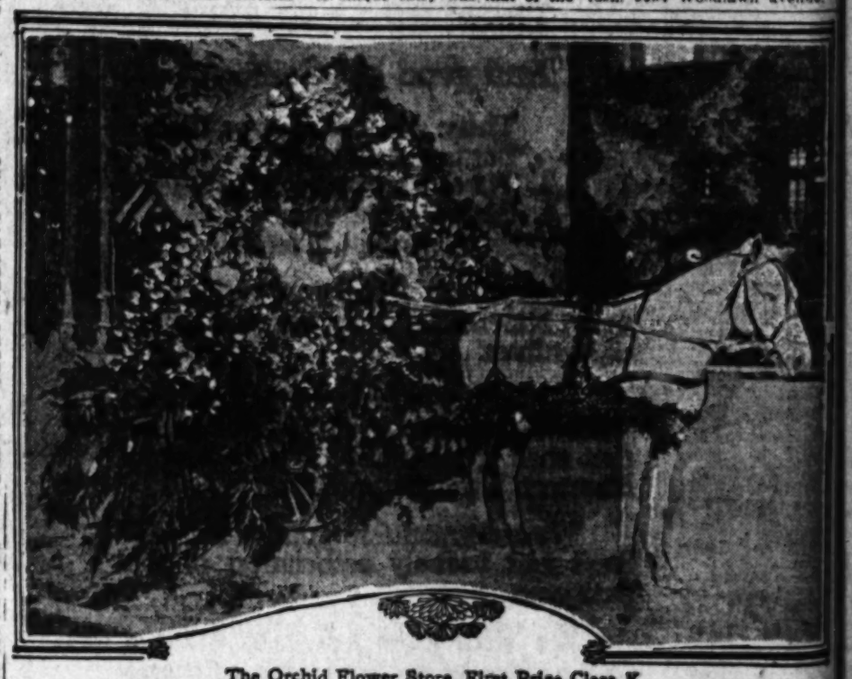
Walter Packard, superintend of the State Land Settlement ony at Delhi, will arrive in the Wednesday to interview pros tive settlers in the State co Mr. Packard will remain until urday. He will make his quarters at the Chamber of C merce. Appointments with can be made through the offic the Farm Adviser, Hall of Re Annex, or at the chamber.



M. S. Pashgian,
Assistant grand marshal, who has been in every parade for the last twenty years



I. Owen Thompson as Santa Claus



The Orchid Flower Store, First Prize Class K

Greatest Carnival of Roses Ever Seen in Pasadena Is Witnessed by Quarter-Million

SOCIAL AFFAIR ENDS ROSE FETE

Dinner and Ball Climax to Pasadena Festivities

Society of East and West in Dining-room

Pennsylvania and California Elevens Honor Guests

The New Year's festivities in Pasadena reached a brilliant climax in the annual tournament dinner and ball at the Hotel Maryland last night. With more than 100 reservations, the dining-room and ballroom were crowded to capacity. The Penn State and U.S.C. football teams were guests of honor, victors and vanquished forgetting their rivalry in the gayety of the evening.

Many smart dinner parties included well-known members of eastern and Californian society among their guests. As the ball was the most important social event of the year in Pasadena, the elite of the city were out in full regalia. Among them were numerous entrants of the Tournament of Roses parade.

SONGS AND DANCES

Dinner and the accompanying entertainment began at 7 p.m. in the dining and palm rooms. A runway extending half the length of the palm room and visible to all the tables provided a stage for the performers. Dances by the Haywood twins, the Ruth sisters and Miss De Sheun won repeated encores. Songs by Franklin B. Cole, baritone, also were well received.

Flowers and bright-colored toy balloons formed the decorations of the palm and dining-rooms, though the ballroom still wore its Christmas garb of evergreens and holly. The carnival spirit was the keynote emphasized.

The ball, one of the largest and most successful ever held at the hotel, began at 9:30 p.m. Music was furnished by Hancock's Orchestra.

Following were some of the parties attending:

SOME OF PARTIES

One of the largest and most interesting was that given by Mr. and Mrs. Austin Norman Palms, who had as their guests Mr. and Mrs. William D. Logie, Mr. and Mrs. Elmore L. Baggot, Mr. and Mrs. Hamilton Richards, Mr. and Mrs. George H. Bishop, Mrs. N. N. McConnell, Mrs. Haselton Wallace, Dr. and Mrs. Herbert Jenkes, Dr. and Mrs. George Huntington, Mr. and Mrs. Jerome Toomey, Mr. and Mrs. Hector Geiger, Mr. and Mrs. Eugene Bottler, Mr. and Mrs. August Goebel, Jr.; Mrs. Emma Gressell, Charles A. Cooke and Mr. and Mrs. William L. Young.

Mrs. Louise George was hostess for an interesting party, also, having as her guests Mr. and Mrs. George Mark (Emma Lindsay Squier), Mr. and Mrs. Gaylord Wilshire, Mr. and Mrs. John Howell of San Francisco, Mr. and Mrs. F. J. Hill, Alfred Hill, Miss Harriet Andrews, Miss Rosemary Hancock and Bertram Hancock of Los Angeles, and Mrs. Louise Dow.

Mrs. Peter Alexander of New York entertained Dr. and Mrs. H. P. Craig, Mrs. John Ewing and Alexander MacKenzie.

Mr. and Mrs. John B. Coulston entertained Mr. and Mrs. John T. Coulston, Mr. and Mrs. Dean McClumber, Miss Norma Keech, Miss Florence Stone, Miss Lillian Coulston, Walter Rau, George S. Coulston and one or two others.

Mrs. Mary W. T. Dickinson had as her guests Mr. and Mrs. Moses H. Stevens of Newton Center, Mass.; Mr. and Mrs. Roy S. Youngs and Mrs. Clara Bryant Haywood.

Mrs. Edwin Francis Holmes entertained her week-end house guests.

Among others entertaining were Mrs. A. M. Hargis of Los Angeles, who had forty at her table; Mrs. A. Allen, D. M. Anderson, Edward Barrows, Mrs. Boger, Dr. Bishop, Mrs. A. Blattner, H. H. Barnes, Mrs. C. Binford, Harris Brown, A. L. Baker, Mrs. George Darsie, H. L. Bonnett, Elmer Gray, Mr. and Mrs. O. Kendall, Earl S. Messer, C. Norris, C. H. Prisk, Mr. and Mrs. Frederick Pitney, Mr. and Mrs. A. C. Volk and many others.

Miss Marjorie Day was hostess in charge of the dinner and ball.



San Bernardino Chamber of Commerce

MADE LIFE EASY FOR DRINKERS

Police Say Raided House Provided Sofa for Patrons Who Might Fall

Police found a novel method of violating the Wright Act, they assert, when they raided an asserted gambling establishment at 804½ South Los Angeles street.

When Sergt. Hodges and Detectives Johnson and Hoy broke in they saw, besides a crap game, a young man lying on a sofa.

Upon a taboret at the head of the sofa, they declare, was a gallon jug of whisky.

In the neck of the jug was a rubber tube, the other end of which, say the detectives, was just being removed from the young man's lips.

They assume the sofa was provided so the young man would not hurt himself after taking a drink.

O. L. Brown, charged with violation of the Wright Act and with conducting a gambling house; G. B. Gaffney and Charles Muller, charged with violation of the Wright Act, and B. Griffith, James Black, Edward Gross, George Graham, Philip Hughes, E. W. Billings and A. C. Borgeson, charged with gambling, were arrested.

L. P. O'BRIEN, IRISH ORGANIZER, IS DEAD

[BY A. P. NIGHT WIRE.]

NEW HAVEN, Jan. 1.—Capt. Lawrence P. O'Brien, long interested in the Fenian movement and one of the organizers of several attempts in America to help the cause of the Irish Nationalists, in the late sixties, died here today. He was born in Ireland in 1842 and came to America with his parents in 1852. He enlisted as a private in the Civil War and became a captain a year later.

DAYLIGHT GANG ROBS PLUMBER

Two armed bandits yesterday afternoon effected a daring daylight hold-up in which they imprisoned H. E. Tryday in his plumbing shop at 1208½ West Washington street and escaped with a diamond ring valued at $1300, a check for $100 and $80 in currency.

Tryday was sitting at his desk when the bandits entered. They compelled him to go into a rear workshop. One of the men kept a heavy revolver leveled at Tryday while his accomplice stripped the plumber of his valuables.

The ring was taken from his finger and his pockets were turned inside out. A check for $100 made payable to him was taken from his wallet, as was all the money on his person.

Tryday then was forced into a closet. Two packing cases containing heavy pipe fittings were shoved against the closet door.

The bandits walked calmly to the curbing where a third man sat at the wheel of an automobile with the motor running.

Tryday succeeded in shoving the door slightly open and shouted for assistance.

He gave accurate descriptions of the two men. Both were about 27 years of age. Americans, dressed in dark clothes. One of them was about 5 feet and 10 inches tall and carried a .45 caliber Colt revolver. The other was about 5 feet 8 inches tall. Both were stockily built men.

The hold-up took place at 3:30 p.m.

FRESNO RADIO FANS SEE OLD YEAR OUT

[EXCLUSIVE DISPATCH.]

FRESNO, Jan. 1.—Radio enthusiasts of Fresno and vicinity gave many watch parties New Year's Eve. At least thirty of these parties were entertained by the Los Angeles Times broadcasting program. The Times' siren considerably augmented the noise-making machinery of the city as the clock struck 12.

PARK BOARD VACANCY TO BE FILLED

Warren Bovard Believed Choice of Mayor; Service Body List Awaited

Warren R. Bovard, son of George F. Bovard, president-emeritus of the University of Southern California and business manager of that institution, is expected, according to a City Hall report yesterday to be appointed today by Mayor Cryer to the Board of Park Commissioners. He would succeed W. H. Cline, whose term has expired and who did not desire reappointment.

Mr. Bovard and C. J. Colden of the San Pedro Chamber of Commerce, have been mentioned most prominently for Mr. Cline's place. The appointment is for four years, and the commissionership, like all of the twelve which become vacant this week by reason of expiration of the terms of the present occupants, carries no salary.

Chief interest in the list of twelve which the Mayor is expected to send to the City Council today for confirmation centered last week in selections for the places on the Board of Public Service Commissioners now occupied by Atty. E. R. Young and Lester L. Robinson and for the vacancy on the Board of Public Utilities to be created by the expiration of the term of A. L. King of the Palms District, who is president of the Board. A number of prominent men called on Mayor Cryer last week and urged that Mr. King be reappointed, in view of his efficiency on the board and to preserve harmony in the utilities department.

It was considered almost certain that the Mayor would not reappoint Commissioners Young and Robinson to the Public Service Board, and it was understood generally that Mr. Young did not desire reappointment.

MAN FOUND DEAD IN PUBLIC ALLEY

[BY A. P. DAY WIRE.]

PUEBLO, Jan. 1.—Cruz Bela, 27 years of age, was found dead in an alleyway in the rear of a garage here today. He is believed to have been lured into the alley, shot in the chest and robbed.

The police say they believe he was the victim of the same trio of bandits who held up Philip Greinets, his father David and sister, Josephine, and shot and seriously wounded Philip when the Greinets family lost their effects. The same bandits held up a Mexican late Saturday night, according to the police.

CONTINUE STATE OF SIEGE IN RIO JANEIRO

[BY CABLE AND ASSOCIATED PRESS.]

RIO JANEIRO, Jan. 1.—The state of siege which was declared July 5 of last year, will be extended to April 30 by Presidential decree issued today.

A dispatch from Buenos Aires July 6 said that according to private advices received in the Argentine capital, a state of siege had been declared in Rio Janeiro to last thirty days.

THRONGS VIEW ROSE PARADE

Three Hundred Thousand Join in New Year Festivities

Two hundred and fifty thousand persons watched the Tournament of Roses parade at Pasadena yesterday.

Fifty thousand saw the football game.

There were 2000 persons in the parade, and 5000 persons worked till late Sunday night to organize it and get the floats ready.

The parade cost $50,000 and more than 1,000,000 fresh-cut flowers were used in decorations.

There were ninety-six competitive entries, establishing a new record. Included were forty-three competitive floats and eight noncompetitive floats. In addition there were fourteen bands.

ROSE SHOW BEGINNING RECALLED

Alhambra Merchant Assisted With First Tournament Years Ago

[EXCLUSIVE DISPATCH.]

ALHAMBRA, Jan. 1.—H. V. Parker, proprietor of a grocery here, took a leading part in a day of sports conducted by the Valley Hunt Club thirty-four years ago today, an affair which was named the Tournament of Roses.

From this modest beginning came the present great celebration at Pasadena.

Parker in 1889 owned a small ranch on what is now Wilson avenue, Pasadena, and the first tournament was held in Wilson's pasture, near the present Colorado street.

He recalls vividly the initial day of the tournament and that he rode a horse beside Arturo Bandini, son of one of the early Spanish governors of California, and a rider of repute.

Prizes were given to the riders of the best decorated horses, roses being used exclusively. The winner of the first parade was Dr. Bolt, then a Pasadena banker, whose horse was handsomely decorated by Parker with many varieties of roses from the Parker ranch.

TWO BADLY INJURED IN ACCIDENTS

Mexican Youths May Die; Child's Eyes Hurt When Tricycles Hit

Two persons received injuries that may be fatal, and a child was hurt yesterday in a series of accidents yesterday.

An unidentified Mexican youth, about 14 years of age, received a basal skull fracture and compound break of his right leg when he was knocked down by the machine of C. F. Sabile, 262 East Forty-second street, at the intersection of Macy and Clarence streets, and run over by a second automobile, which failed to stop. Sabile took the youth to the Emergency Hospital, where it was said his chances of recovery were slight.

Pablo Rodriguez, 21 years of age, 583 Richmond street, was pitched out headforemost, and received a fractured skull when his horse ran away at the intersection of Alameda and Macy streets. He probably will die.

Teddy Harper, 2 years of age, 3227 Arriva street, riding a tricycle, had a collision in front of his home with another child similarly mounted. A pedal injured both his eyes so severely that Police Surgeon Sebastian said it would be difficult to save his sight.

TEXAS MAN SOUGHT IN SOUTHERN CALIFORNIA

DISAPPEARED FROM HIS HOME TWO MONTHS AGO; HAS NINE CHILDREN

Relatives here of Kinnie S. Turner, who disappeared two months ago from his home at Tell, Tex., are making efforts to locate him in Southern California. Turner was 37 years of age, five feet eleven inches tall, weighed 140 pounds and had brown hair and a sparse brown beard. He had large protruding ears and the right index finger was split. He was a member of Tell Lodge No. 1044, F. & A. M., of Tell, Tex., and had a wife and nine children, who since have moved to Childress, Tex.

Turner's mother, Mrs. N. D. Pool, lives at 2642 Pirtle street, and his brother, E. S. Turner, at 152 West Seventy-sixth street.

APPARENT SUICIDE DOUBTED BY POLICE

[BY A. P. NIGHT WIRE.]

FRESNO, Jan. 1.—Hanging by a piece of cloth torn from his overalls, the body of a man identified through personal effects as Henry Trebois, 35 years of age, a transient, was found suspended from a rafter in a lumber yard shed here today. Police were working today on the theory that he was a victim of poisoned liquor and his body had been placed where it was found to give the appearance of suicide.

The body was suspended six inches below the low rafter and the man's toes nearly touched the ground. The hands were resting on a pile of lumber.



Grand Marshal R. A. Ghanetta

PHILLIPS CABIN IS FOUND

Husband of Escaped Hammer Slayer Facing Inquisition; Hid in Canyon, Say Officers

"For at least four days after her escape from the County Jail Clara Phillips concealed herself in a cabin situated in a lonely canyon near Los Angeles."

This statement was made yesterday by Deputy Sheriffs Dewar and Stensland, who further declared that Armour Phillips, husband of the escaped murderess, was known to have purchased food at a grocery near the cabin for four days after his wife's escape. The officers say another man, whose identity has not been ascertained, delivered the food to the cabin.

The location of the cabin was not divulged by the deputy sheriffs, but they said an investigation showed that it had been occupied recently.

This, the first information promising a real clew to the whereabouts of the escaped murderess, will be followed by an intensified effort on the part of the Sheriff's forces to locate the hammer slayer, according to announcement made last night.

NEIGHBORS QUIZZED

Armour Phillips will be questioned regarding his visits to the grocery, and will be asked to explain the circumstances as well as make known the name of the man who called for the food and delivered it to the cabin. All persons living in the vicinity of the canyon also will be questioned.

According to the deputy sheriffs, Phillips appeared at the store for four consecutive days, purchased a goodly supply of food, some of which he ordered cooked, and told the storekeeper that another man would be along later to get it.

This mystery man appeared at the store toward evening for four days, according to the officers, and did not remain any longer than was necessary to obtain the packages. The storekeeper gave the officers a good description of the man and it is believed his identity will become known before many days.

The possibility that Mrs. Phillips may have remained in the cabin for more than four days is doubted by officials inasmuch as Phillips did not appear at the store after the fourth day, and it would have been dangerous for her to have obtained food herself.

The Sheriff's forces believe that Mrs. Phillips secluded herself in this cabin until her confederates could arrange means of transportation to take her away and that in all probability she was taken either across the Mexican border or to another State.

TAKE OATH IN MICHIGAN

[BY A. P. NIGHT WIRE.]

LANSING (Mich.) Jan. 1.—Without ceremony Gov. Groesbeck and other elective State officers took the oath in the conference room of the executive suite at the Capital today and officially began their second terms.

GLENDALE WINS PAGEANT PRIZE

Jewel City Peacock Takes First Place

Fifth Premier Award Won in Six Years

Former Cups Follow Float in Parade

(Continued from First Page)

resentative individual characters, the following were awarded prizes: First, Louise Wellbaum; second, C. R. Wellbaum; third, C. W. Siefert.

In Class K, pony vehicles, prizes were awarded to: First, Yvonne, Edwin and Norman Jaeger; second, Thelma and Robert Jaeger; third, I. Owen Thompson.

In Class L, municipal floats, the following awards were made: First, Pasadena light and water department; second, Pasadena fire department; third, Pasadena park department.

In Class M, for saddle horses with lady riders, prizes were awarded as follows: First, Miss Lois Wilson, Hollywood; second, Miss Marian Meir, Los Angeles; third, Miss Mildred Raymond. Miss Wilson also won the Col. W. J. Hagan prize.

SADDLE HORSES

In Class N, for saddle horses with gentleman riders, prizes were awarded to the following: First, Clement Callahan; second, John A. Kuypers; third, John Callahan.

In Class O, for Shetland ponies, the awards were: First, Roland S. Woodruff; second, Jack Ransome; third, Jewel Palm; fourth, James L. Britt.

In Class P, for Shetland ponies, the following were the awards: First, Ernest Louis Downs; second, Laurace Bresee.

In Class Q, for novelties, prizes went to: First, Paul H. Dill; second, Roderick Cox; third, Rutherford McComb.

As a special prize, a large American flag was awarded to the G.A.R. Fife and Drum Corps of Pasadena.

DENY BODY OF MAGON IS MOVED

Remains of Mexican Socialist Declared Still in Vault in Local Cemetery

The body of Ricardo Flores Magon still remains in a vault in a Los Angeles cemetery, despite dispatches from New York and Mexico City which describe its removal by a committee of Mexican Socialists, who propose to escort it to the Mexican capital for burial. At least cemetery officials declared it still was there, and added that so far as they knew no arrangements had been made for removing it.

A dispute over who shall do honor to the dead man, who expired November 21 in Leavenworth Prison, where he was serving a sentence after conviction under the Espionage Act, has called a halt on the removal proceedings.

The Mexican government, according to advices, offered a public funeral to the remains at the time of Flores Magon's death, but insisted the service must be under its own auspices and not those of Mexican Socialists. The Socialists insisted that they must have charge.

Mrs. Kate Crane Gartz, Pasadena Socialists, said yesterday that the "workers had accepted" the proposal of the Mexican government and that, so far as she knew, all plans for its removal had been dropped. Mrs. Gartz, it was reported, paid the expenses of the funeral here.

The dispatches from Mexico City said elaborate preparations were being made there for the reception of the body in the capital and in all cities en route from Juarez.

NEW YORK SOCIETY

A musical entertainment has been arranged for the New York State Society rally next Thursday evening at Forum Hall, 603 Mercantile Place. Mrs. Vera Latham will give several solo selections and there will be a county roll call followed by a presentation of prizes. All New Yorkers are invited.

SPOKANE ASSOCIATION

A dancing party will be given by members of the Spokane Association next Saturday evening in the Navarre Apartments, 928 South Alvarado street. Dr. Fred F. Moore and Mrs. Claude Howell are in charge of arrangements.



This Large Floral Exhibition Was Among the Civic Bodies Division



Float of Pasadena Merchants' Association



Tournament of Roses Association Entry

MEXICO HAS MONEY FOR DEBT INTEREST

MORE THAN 17,000,000 PESOS READY FOR FOREIGN BANKERS

[BY A. P. NIGHT WIRE.]

MEXICO CITY, Jan. 1.—Indications of the steps being taken to fulfill the agreement reached between Secretary of Finance and the committee of foreign bankers in New York were given today in an official announcement that the government now has 17,519,264 pesos on deposit to apply on the interest of the national debt, the first payment of which is due on the 3rd inst. Of this sum more than 13,000,000 pesos is on deposit in New York, the remainder being in the Banco Nacional here.

Announcement to this effect was made by the Federal Treasurer and confirmed by Secretary De la Huerta, who indicated that the government would be prepared to pay during the year the total of 30,000,000 pesos, or the sum named in the agreement.

CHICAGO FIREMEN IN KLAN ARE SEPARATED

[BY A. P. NIGHT WIRE.]

CHICAGO, Jan. 1.—Following charges that most of the firemen in one company were members of the Ku Klux Klan, Fire Commissioner Cullerton today transferred every member of the company to widely isolated districts, and ordered Fireman George Green, said to be Kleagle of the fire department Klan, to apply immediately for retirement on pension.

Capt. William Hinds, named in a Council investigation as a Klansman, was sent to a company in the heart of the Ghetto.

HARVEY MAY GO TO WASHINGTON TUESDAY

[BY A. P. NIGHT WIRE.]

NEW YORK, Jan. 1.—Col. George Harvey, United States Ambassador to Great Britain, was engaged late tonight in conferences with which he has been occupied much of the time since his arrival from abroad yesterday. The Ambassador, who was summoned home to report on conditions in Europe to his government, will not leave for Washington until tomorrow at the earliest, his secretary announced.

HEAVY ASSESSMENT ON POLICY HOLDERS

[BY A. P. NIGHT WIRE.]

NEW YORK, Jan. 1.—Francis R. Stoddard, Jr., State Superintendent of Insurance, announced today he had levied upon policyholders of the Motor Car Mutual Fire Insurance Company an assessment of 52 per cent of their policy premiums and called 10 per cent of the sum for immediate payment so that he could wind up the affairs of the company. Liabilities of the company, which recently failed, together with costs of liquidation, are approximately $150,000.

A Certain Type of a Sport - - - - - - - - - - - - By BRIGGS



People and Their Troubles

Listen, World!

WRITTEN AND ILLUSTRATED BY Clare Robinson

This talk is about youngsters. Let it be known before we start that I am the grovelling slave of every young thing on earth, be it brown, black, white, red or yellow. However, this has not prevented me from accumulating a few facts about the Juvenile Tribe. Therefore, let us discourse on the dual personality of our household treasures, as evinced by their angelic behavior when some stranger takes them in hand, and their perfectly fiendish manners when confined within the sanctity of the home.

What mother has not known the exasperation of being told the following: "Why, little Willie is a perfect darling if you know how to manage him! Look how wonderfully he believes with me! I thought you said he wouldn't eat baked potatoes? He simply devoured them when I cooked them and asked for more. And I'm sure I don't see why you complain about his lack of tidiness! Why, the precious child picked up every single one of his toys without my saying a word. Of course I don't want to hurt your feelings, but really don't you suppose if you tried to understand him better. . . . Etc! etc!

T'know how it goes, Ma!

Needless to say this delightful report of young William loses some of its brilliancy when Willie becomes a regular visitor and drops his company manners. He was "being good" because he was enthralled with the delight of a new situation. His appetite for novelty was satisfied and he did not need to raise a rumpus to escape boredom.

Come to think of it, wouldn't we all "be good" and have much prettier manners if we played we were company oftener? Intimacy certainly does rub off the varnish of politeness. But suppose we took vacations from each other now and then and went visiting? Not long visits which would disturb the domestic program, but little excursions into other lives and interests.

How about introducing more strangers into our homes and more new and strange ideas? Or stopping to realize that we all are truly



strangers one to another, from the day of our birth to our death, and showing due consideration for that strangeness in each other? Granting the other chap more elbow room and being granted more elbow room in return—wouldn't it keep us all more fresh and sweet tempered, even as it does little Willie when he pays a visit away from home?

Questions Answered

[Any reader can get the answer to any question by writing the Los Angeles Times Information Bureau, Frederic J. Haskins, Director, Washington, D. C. This offer applies strictly to information. The bureau cannot give advice on legal, medical and financial matters. It does not attempt to settle domestic troubles, nor to undertake exhaustive research on any subject. Write your question plainly and briefly. Give full name and address and inclose 2 cents in stamps for return postage. All replies are sent direct to the inquirer.]

Question: Does the grapefruit belong to the orange or lemon family?

Answer: The Dep't. of Agriculture says that the grapefruit belongs to the same family as the lemon and orange, but represents a distinct bontanical species.

Q.: Where were the first State primaries held? N. L. A.

A.: The direct primary was first adopted as legal for all nominations in 1903 by Wisconsin.

Q.: Do many foreigners live in Cairo, Egypt? C. L. V.

A.: The latest census shows that Cairo has a population of 83,000 foreigners, mostly Europeans. Cairo has lost much of its oriental character within the last fifty years. The modern section of the city has wide, well-lighted streets, and stores, cafes, concert halls, and an operahouse. It is known as the Ismailiych. There are electric tramways and other means of transportation.

Q.: Are bass considered food fish or game fish? W. S. H.

A.: The Bureau of Fisheries says that this is a disputed question. In many sections of the country the bass is both a commercial food fish and a game fish.

Q.: I have seen the address "Honolulu, T. H." on letterheads. What do the initials stand for? T. B.

A.: T. H. stands for Territory of Hawaii.

Q.: Should the gas be turned on in a stove before the match is applied to the burner? H. D.

A.: A second or two should separate the operations. Turning the gas on before the flame is applied blows the air out of the gas holes and produces a purer flame.

Q.: Is the Yule log a part of the English celebration of Christmas? R. O.

A.: The custom of burning the Yule log on Christmas Eve is not generally observed in England. The custom is still followed in some of the rural sections. It is more prevalent in the Scandinavian countries.

Q.: Is the United Typothetae a labor union? A. M. M.

A. The United Typothetae and Franklin Clubs of America is an organization of employing printers.

LETTERS TO "THE TIMES"

Hope for the Best

PASADENA, Dec. 21.—[To the Editor of The Times:] I notice, in your special Christmas Morning Times—that another Don Quixote is assailing his windmills, and that the Arbuckle case is drawing its usual fanfare, receiving unsavory comment from one whose chief joy in life seems to be mud-slinging at any point which can draw upon himself the eyes of the multitude, whether in approbation or veiled sneers. Wrapping the cloak of religion about him, a Pharisee is in our midst, revealing a new attitude toward the Sermon on the Mount—which, were we to believe him—is now decidedly passe. The elect few of certain pulpits have made of those doctrines of human conduct, a mere puddle of words, on which they trade for daily existence.

At a time when the world received the code of living from that Great Teacher, such an attitude of mind was extant among the heathen church and the Christ came to reveal a brotherly action one toward the other—which was supposed to supersede the Mosaic doctrine of "an eye for an eye." We have been taught that the Christ stands for the highest idealism of the race. This is not represented in kicking the penitent sinner—nor in turning from the doors of our churches those very people whom they were built to house. If I remember rightly, the Master said: "I came not to call the righteous, but the sinners to repentance." Likewise, "Let those who be without sin among you, cast the first stone." It seems to be a pitiable state of affairs that as fine a body of leaders as the ministers of this great Southwest should be so hampered in their onward progress by those who fail to remember that judging is also counted a great fault. Could it not be that in their anxiety to do right, many are forgetting that they are here to serve humanity, that they may thereby glorify their God?

We are all here to glorify our Maker. There is good in every one of us. Unless we change the vision of those who make mistakes, we are not fulfilling our highest purpose. Once we have accomplished our purpose it is poor policy to attempt to torture or malign those whose chastened spirit has cried for mercy.

For sakes of those who may believe the churches all believe as would appear to be the case from the clarion cry from darkness of material beliefs, as was disclosed in yesterday's paper, let us assure the industry of filmdom that after the cyclone, the fire and storm burst upon the issue, there is heard the wee-small voice. Humanity and true Christianity will lift the industry to the zenith, in spite of false lights along the shore.

C. MERWYN BEYL.

Gives Us Advice

SANTA MARIA, Dec. 27.—[To the Editor of The Times:] Some time ago while reading the editorial section of the San Francisco Examiner I came across an article having the subject of "What of the Indian Night," and partly discussed as follows:

"If the people of the western world only have sense enough to compel the release of India before India is obliged to free herself by appeal to the sword, and if they have sense enough to let China alone to work out her own salvation, also, without any appeal to the sword, some of the danger of the Far East may be avoided."

In this case, to avoid the complication on the part of the readers, the writer should have put the whole culpability and blame to his own people, particularly as it is being the truth, and should have excluded the peaceful Canadians and the tranquil people of South American Republics when it comes into piddling of the Far Eastern affairs. Besides, he would have thought first the release of the well-united 11,000,000 Filipinos, who are in direct concern with him—who, for almost a quarter of a century have been painstakingly shouting for freedom and who are equally as dangerous as the Indians and the Chinese of freeing themselves by appeal to the sword. Moreover, he should have given more attention to his country's embarrassing situation of governing other people against their will, which is entirely unconstitutional, before minding the release of India—a question absolutely an English affair.

The trouble of many of you Americans, especially "you" self-satisfied critics, is that you are too farsighted and too prompt to decide when it comes to other countries' business, and when it comes to your own—"good night!" you are as dull as the condemned knives and as slow as the backward earthworms.

You should be more sensible the next time, my dear writer, to mind first your own obligation toward your subject people before they start the reaction of 1776 and bring more danger not in the Far East, but right to your own door.

G. F. ACEVEDA.

What's the Meaning?

LOS ANGELES, Dec. 18.—[To the Editor of The Times:] From The Times of December 12 we understand the ministers of a number of the local churches have sent telegrams to Mr. Hays protesting against the re-entry of Arbuckle in the moving pictures.

One of these telegrams contains the words: God fearing decent people. What is meant by these four words? Does this God fear decent people? Or are the people God-fearing? If the latter why the word decent? And if the people are decent why fear God? I always understood God was Love and that we should love Him. I believe it is impossible to love and fear God.

H. A. TURNER.

Give 'Em a Chance

ALHAMBRA, Dec. 26.—[To the Editor of The Times:] I have always maintained, that when a young couple starts out on a wedding career, they should live strictly together, free from all relatives, free from any obstruction, that might in some way or other, be the means of breaking up their future happiness.

In the daily newspapers, we read so much about the vigilant and assuming mother-in-law, who has squatted herself in some young couple's matrimonial nest, advising them how to run their household, and to teach them how this and that should be done.

It is needless for me to mention, that nine times out of ten where a third party has seen fit to make his or her home with a young couple, who are just starting life's problems, regardless of what relationship they may be, has been the means of many a home being broken up, with detestable divorce proceedings to follow.

It is an old saying, that a house was not made for three people, and this is true in every sense, because we have seen and read so much, to confirm this statement, by the large amount of divorce cases, happening from day to day, purely and innocently caused by such a third party in the role of a dictator.

Mother-in-laws, or anyone else for that matter, however, devoted they are, should not permit themselves to live with a young couple, starting out in the world together, they should realize that their presence in such cases, must cause embarrassment, and also curtail many a devoted friendship that would otherwise exist. Young couples by laws of nature, should be allowed all the freedom possible, and should not be subjected to any ruling of a third party, to advise them of this and that.

The world today is full of advice, we are prompted from all sides to do this and that, but there is to my belief, no better sound advice, than that of advising a couple who are contemplating marriage, to prepare a home first, and live in it strictly by themselves, without any interference, or any advice whatsoever as to how they should conduct their home affairs.

A young woman who has waited for the day to come, when she can assume the management of the little home that she has dreamed of, devoting all her time, in arranging what she will have and what she will do when she is married, finds herself in a very embarrasing position, especially if she is dictated to by some outside relative, who has come to live there.

Give the young couple a chance. Let them live their lives as you did in your younger days. Remember two's company, three's a crowd.

ARTHUR B. BONNER.

O. Henry Did It

LOS ANGELES, Dec. 28.—[To the Editor of The Times:] We didn't approach Christmas with the proper spirit this year. We missed the crop of cold weather; we were 2000 some odd miles from home and friends, we had been without work for over three months and our funds were practically gone.

Sunday morning we sat in our little two by four talking and looking over The Times. Came memories of Christmas Eve celebrations in the past, when we were in our own home surrounded by relatives and friends. Came vain regrets and bitter thoughts.

As I picked up The Times' illustrated magazine, I said to the wife, This is the first Christmas in eight years of married life that we have been without a Christmas tree and plenty of children to treasure it. Then I started to read the O. Henry story, "The Gift of the Magi."

Reading hurriedly and with little interest, I came to the situation where Delia sells her hair and buys, for the money received, a charm and chain, for Jim. Something distracted me at that point, perhaps it was a "Magi" and I glanced at the illustration which accompanied the tale. I saw Jim with the charm and chain in his hand and Della—with the combs!

A knot on the inside seemed to break or dissolve and suddenly I started a grin which developed into a howl of laughter (the first in weeks.) Then the eyes filled with tears and—it was Christmas at last.

All day long, visible laughter springing from the inside, alternated with invisible tears, and we forgot that our money was gone, that we were jobless, that we were away from home in a little room in a strange house and strange city, we were at peace for the Christmas spirit was with us again.

We owe this to The Times for running O. Henry's story, "The Gift of the Magi."

G. M. NESS.

The Broadway Department Store Closes at One o'Clock on Saturdays!

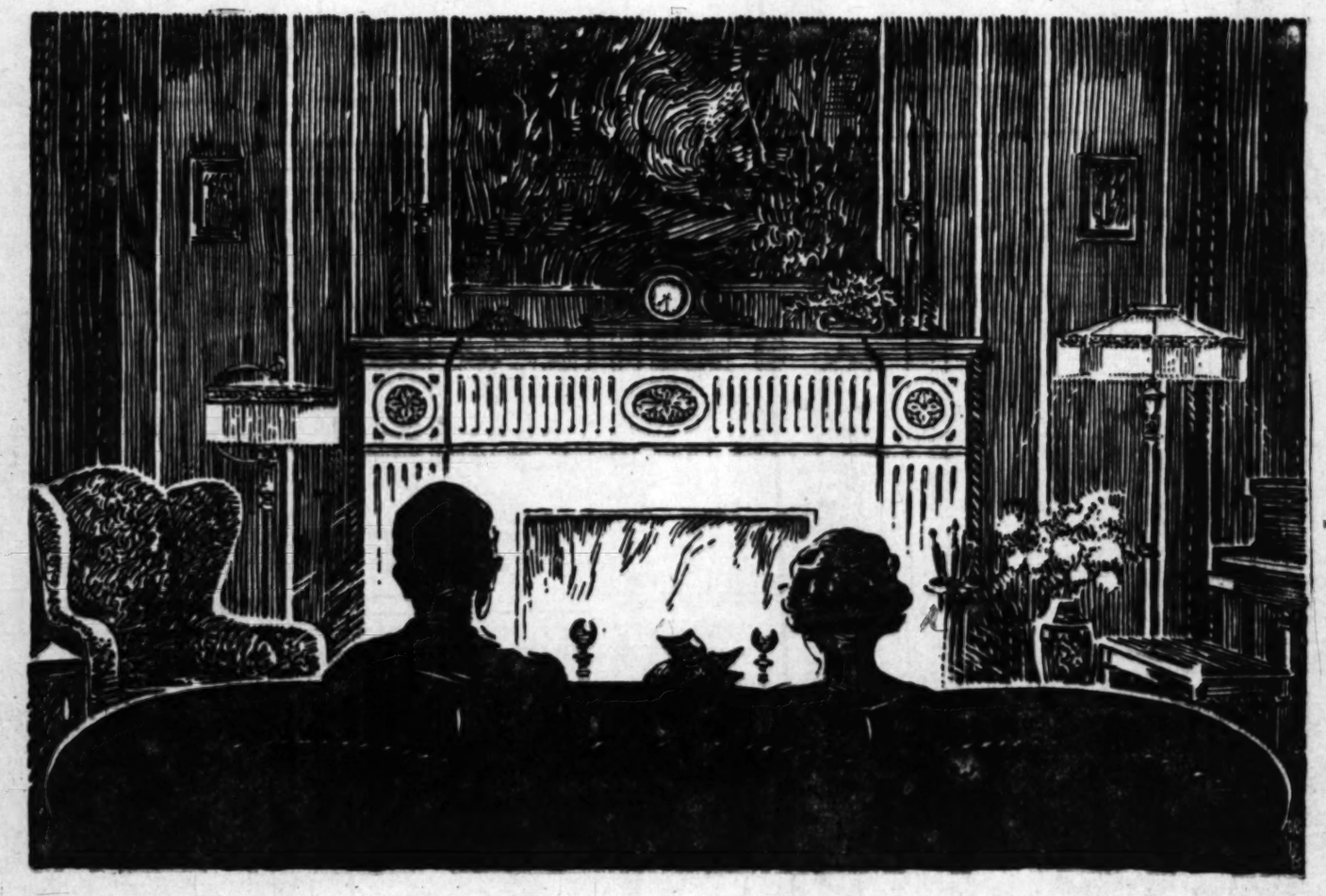


All Hail!
The New Year
with its 365 days of
Promise
New Resolutions
Good Cheer
Prosperity

Farewell 1922
Yours was a year of achievement—
A prosperous year

Welcome 1923
May you prove to be
The Happiest of Happy New Years!

This the earnest wish of
The Broadway Department Store
BROADWAY—FOURTH AND HILL ARTHUR LETTS, PRESIDENT



IN CALIFORNIA, the state with thousands of God-given advantages and beauties, and in Los Angeles, the "City of Homes," it is only natural that one of the noblest of movements, Better Homes, should be approved so heartily. And it is inspiring to contemplate to what surprising proportion this state-wide interest has grown during the past year.

Clubs have enthusiastically taken up the word, and in practice proved their sincerity---education moulds itself about the precepts of "Better Homes"---and thousands of Home Lovers have shown unbounded interest by improving their homes, beautifying their homes and by taking pardonable pride in the betterment of their homes.

It is through this interest, this growth and approach to the Better Homes ideal that Barker Bros.' opportunity is created. It is with great joy that Barker Bros. see the proof of Southern California's splendid interest in the movement during the past year---and with a feeling of sincere gratitude that they acknowledge the confidence that the public has expressed in them through patronage extended---the largest in the history of this institution---grown to be the "World's Largest House of Home Furnishings."

Barker Bros. realize their tremendous responsibility in the participation of this great work---the most powerful factor in the world's advancement---and it is with eagerness that they vision the possibilities of service that the coming year will enable them to give.

To the end of increased interest in Better Homes, Barker Bros. dedicate this store, in 1923, to greater service---service that shall measure to the ideals of the movement and shall supply in courtesy and merchandise all that the pubic desires.

Facts and Figures Proving Growth

Volume of Barker Bros.' business APPROXIMATELY A MILLION DOLLARS A MONTH, or many times that accorded any other Southwestern home furnishing store.

Number of carloads of furniture and home furnishings received by rail and water and of local manufacture, and distributed by Barker Bros., upwards of 1250 CARS A YEAR.

Number of customers visiting Barker Bros.' store, approximately 3000 to 6000 a day (as many as 10,000 and 15,000 on special occasions, or upwards of 100,000 per month.)

Number of truck loads of furniture and other house furnishings delivered by Barker Bros. approximately 120 per day. Delivery fleet 125 vehicles. Mileage last year 1,095,939.

The many regular and special displays throughout the store include the following: Two Model Furnished Homes, 10 Morning Glory Bedrooms, Gallery of Mirrors, Model Medical and Dental Offices and the recently completed Studios of Interior Decoration, comprised of six individual period rooms.

Number of calls made by Barker Bros.' delivery service, approximately 2500 to 3000 per day; upwards of 15,000 per week or approximately 60,000 to 75,000 per month, which means more than 50,000 homes per month are made more attractive, more comfortable, more beautiful as a result of Barker Bros.' service.

Total number of floors in retail establishment, 42. Number of floors devoted exclusively to furniture, 17, upon which are shown more than 15,000 separate and different samples.

Number of floors devoted to various other homefurnishing lines, offices, sales service, etc., 25. One of the largest and most complete homefurnishing stocks anywhere in the world. Total floor space, 743,771 square feet, approximately 19½ acres.

Area of territory reached by Barker Bros.' direct motor delivery service, approximately 100 miles north, 100 miles south, 100 miles east; approximately 15,000 square miles, embracing upward of 150 cities and towns.

BARKER BROS. TAKE THIS OPPORTUNITY OF WISHING EVERYONE A HAPPY AND PROSPEROUS NEW YEAR

Broadway Between Seventh and Eighth, Los Angeles

Barker Bros
ESTABLISHED-1880

Visitors Are Cordially Welcomed During Store Hours

COMPLETE FURNISHERS OF SUCCESSFUL HOMES

A CHUCKLE FOR EVERYBODY

PANTOMIME — Happy New Year! — By J. H. Striebel





The Army Times — THE WORLD'S SMALLEST NEWSPAPER

VOL. V JAN. 1, 19 3 No. 1



THOUGHTLESS MAIDENS WHO STAY OUT LATE, LEAVING MOTHER AT HOME TO WORRY.

Non-Essential Citizens



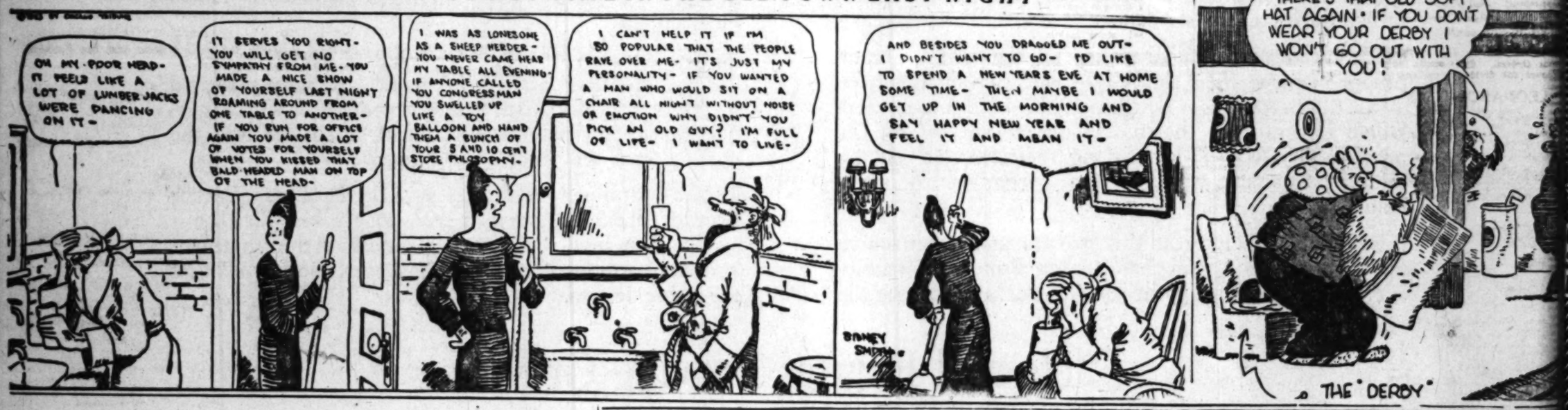




WINNIE WINKLE, THE BREADWINNER. One Resolution Never Got Started

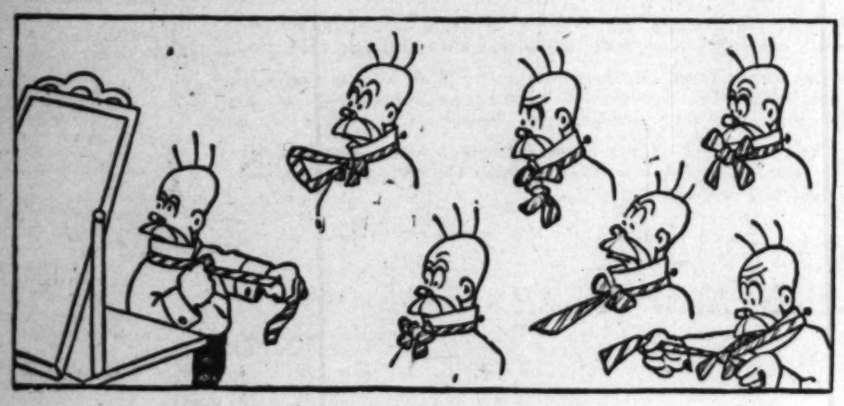


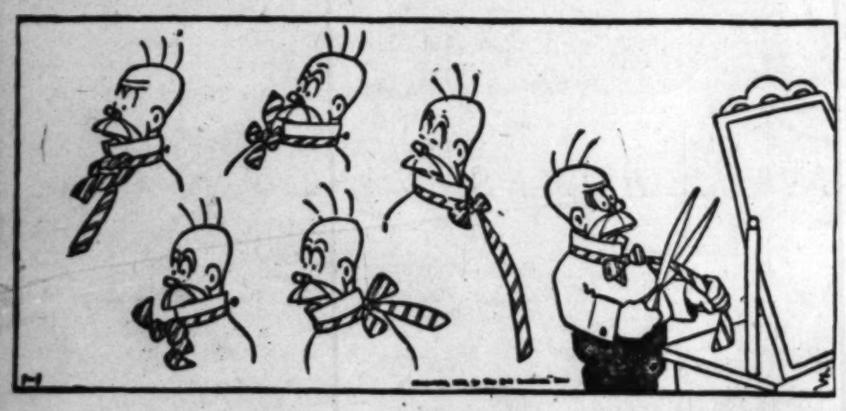
THE GUMPS—THERE WAS A HOT TIME IN THE OLD TOWN LAST NIGHT



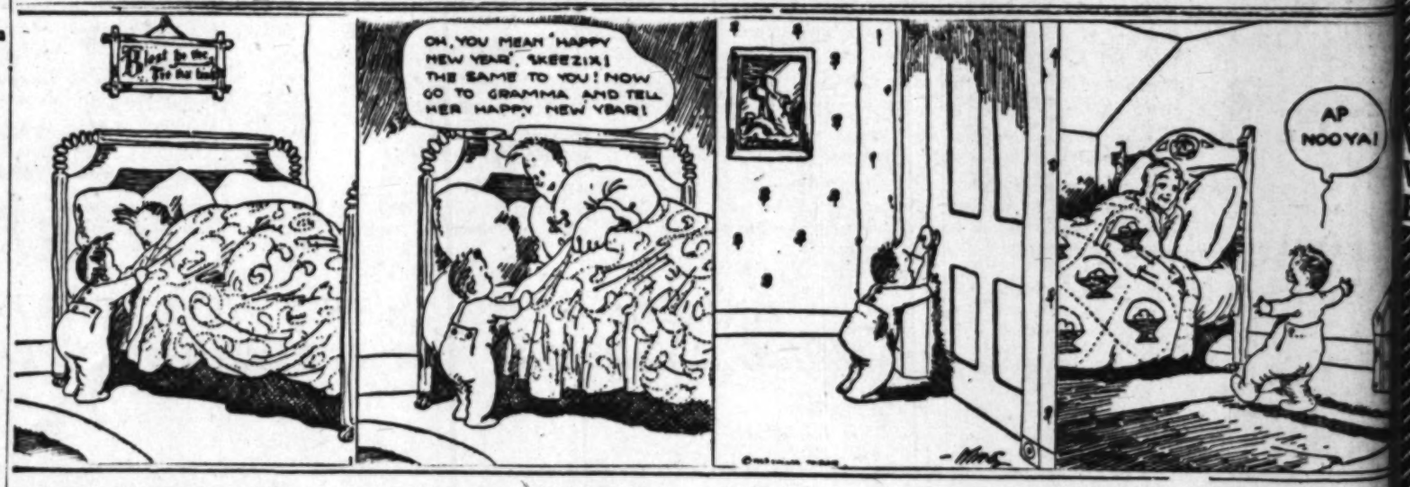
And Then He Changed His Mind—By Dunn

ADAMSON'S ADVENTURES — Some Ties Need a Major Operatio — By O. Jacobsson





GASOLINE ALLEY—STARTING ANOTHER YEAR



REG'LAR FELLERS — No Never Forgets His Manners — By Gene Byrnes



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Hamburg	Harris Fisher
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Penn Petr.	Fidelity
Unreal	Guaranty Oil
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STEADY IMPROVEMENT IN BUSINESS NOTED IN YEAR

Flood of Stock Dividends and Treasury Offering Mark Financial Operations

[Copyright, 1923, Public Ledger.]

The year 1923 opens with a vastly different aspect than apparent at the beginning of 1922. A year ago business leaders looked back over many months of discouraging conditions, steady reductions in industrial operations, discontinued dividends, meager railroad earnings, etc., and expressed the expectation that the situation at the close of 1922 would be not prosperous but good.

This expectation to a great extent has been realized. Many industries are working at capacity. The railroad situation, as indicated by car loadings, shows steady improvement. Prices of stocks and bonds are far above the level of a year ago. Banking conditions are sound.

What follows is a detailed review of the world events which brought about the betterment in the last year:

JANUARY

Conflicting trade trends were apparent the first month of the year. Several large corporations passed their customary dividends. Many cotton mills in New England reduced wages, in some cases precipitating strikes which lasted months. Wages in a few other industries were increased. Several large brokerage houses failed. A few corporations which in 1921 had stopped dividend payments resumed these disbursements. The leading copper company started up operations at several of its mines. General buying of commodities was apparently on the increase. A series of automobile price cuts was begun, with the Ford Motor Company taking the lead.

Anthracite mining, which had slumped badly, recovered as a result of better demand, but coal for bituminous was listless. Crude oil prices were reduced. The number of idle freight cars tended to advance and a committee representing six shopcraft unions rejected the United States Railroad Labor Board's new rule abolishing extra-time pay. The outlook for building for the year was excellent. The foreign situation was unimproved. Sterling exchange advanced to its highest mark since 1919, but other exchanges were weak, particularly the mark. Business events of importance were:

3—Wheat price falls to 97¾c a bushel. Robbins Products Corporation resumes with minimum dividends.
5—General Motors passes common dividend.
9—New England shoe industry disrupted by wage disputes.
13—Prices at Boston wool auctions highest for 1921 clip.
14—Ford Motor Company cuts prices.
14—E. D. Diaz & Co. fail.
23—American Woolen Company quoting prices lower than year ago. Johns-Manville, Inc., restores 10 per cent cut in wages.
30—United States Treasury offers $400,000,000 4½ per cent certificates.
31—Senate passes Foreign Debt Funding Bill.

FEBRUARY

Improvement in conditions in foreign lands featured business activities, except in Germany, where a railroad strike completely tied up the country. In the domestic field steel operations made sharp advances. The demand for tin plate was brisk, as well the call for structural items. The railroads entered the market to fill various needs. Cotton mill production in New England was further curtailed by strikes against wage reductions. Many motor companies cut prices. There were several brokerage house failures.

Fur prices at the New York auctions showed marked advances. Banks reported a small demand for credit. Buying of commodities increased, with much better business in shoes. Wool prices continued to rise. General business continued its improvement, though several large companies were placed in receivership.

1—Locomobile Company put in receivership.
2—Germany completely tied up by railroad strike.
3—Commerce Department reports improvement in South America.
4—Henry Ford buys Lincoln Motor Company for $8,000,000.
6—Eighteen Rhode Island mills closed by strike.
6—Durham silkroad strike ended.
10—Price per yard drilling in flood zone in Kansas reported by Labor Department.
15—Federal Reserve Board reports business on upward swing.
22—Garden & Burke, brokers, fail.
22—Prices in Germany make sudden rise as mark value falls.
27—Illinois coal miners settle back to work in Tennessee and Chicago steel mills.

MARCH

A "more hopeful prospect" summarized conditions early in March, according to the Federal Reserve Board. This was clearly shown through the rapid strides made in several industries, particularly iron and steel, which operated at 60 per cent capacity. Some makers increased prices on various products. The United States employment service foresaw better conditions. More motor-car companies reduced prices, while the textile strike in New England continued very effective, although a few mills opened on a reduced basis.

Agriculture made a definite turn for the better. The better position of the railroads was shown by frequent announcements of proposed improvements. Prospects of a coal strike prompted large purchases of fuel. Crude oil prices turned upward after a prolonged decline. Motor business took on the aspect of a boom, with the leading interests increasing working forces. More brokerage houses failed. Several Federal reserve banks decreased rediscount rates.

The government ended its participation in the wool business through sales of stocks at the Boston auctions. Several additional foreign loans were floated in the United States. The African mine strike resulted in a small revolution which required the sacrifice of many lives to put down.

1—Russian government ends monopoly of salt industry.
3—George W. Kendrick, Jr. & Co., fail.
6—United States Treasury offers $250,000,000 four-year 4½ per cent certificates and four-year 4¾ per cent notes.
General strike called in Johannesburg to support mine strike.
13—Pittsburgh Steel Corporation reports drop of 104,000 tons in unfilled orders, due to increased operations.
15—Thomas E. Mitten wins prize contest for control of Philadelphia Rapid Transit Company.
15—Anthracite miners demand 20 per cent wage increase and eight hour day.
21—Anthracite and Bituminous miners, 600,000, ordered to strike April 1.
23—Leading machine tool companies of United States merge.
27—H. C. Frick Company coke plants resume after five months' shutdown.

APRIL

A leading influence on conditions in April was the start of the coal miners' strike. A shortage of fuel was not felt at the beginning but prospects of continued lack of mining brought heavy orders from consumers. Another result was greater operation in the steel industries. Many makers increased prices, while the leading interest raised operations to a 75 per cent basis; its unfilled orders report showed a gain of 358,009 tons, considered an excellent showing. Several more reserve banks reduced rediscount rates and the offering by the Treasury of $150,000,000 six months' 3% per cent certificates was at the lowest rate since September, 1917.

Many linseed oil plants closed down because of foreign competition. The government crop report showed a loss of 14,000,000 bushels in winter wheat, as compared with April 1, 1921, with the crop 78.4 per cent of normal. Improved shipping was indicated by an increase of 476,475 tons of commerce at Philadelphia. More brokers went into receivers' hands. The tire industry reported great improvement, as did the pottery manufacturers. Motor-car manufacturing also increased. Liberty Bond issues sold above par. Germany reported startling increases in mark circulation. The Genoa conference opened but failed to improve conditions.

1—Coal strike strikes begins, about 600,000 miners stop work.
13—Bank of England advances discount rate to 4 per cent.
19—General advance in pig iron prices on sole advances.
20—President's conference on unemployment reports decided improvement.
21—Six hundred thousand union railroad shopmen called to inaugurate strike question.
24—Supreme Court forbids misbranding of goods in hosiery trade.
25—Joint Commission of Agricultural Inquiry advocates complete standardization of freight cars and Federal control of distribution of them.

MAY

Problems arising from the coal strike were decisive factors in the situation, although the effects of the cessation had not yet reached their peak. One of the main effects was on the iron and steel industry, prices in which continued to advance. Production of both finished steel products and pig-iron was on the upgrade. The monthly report of the leading interest disclosed a gain of about 600,000 tons of unfilled orders. Coal prices advanced steadily. Increases were evident in all lines of manufactures.

The American Woolen Company increased prices for both woolen and worsted fabrics. Oil prices advanced. President Harding in an address before the Chamber of Commerce of the United States, predicted a great trade future for the United States and urged support for a merchant marine. Large crop yields were forecast in many quarters.

The Department of Agriculture's report showed a gain of 15,000,000 bushels in winter wheat, reversing the prediction.

Leaders in the South, in view of better cotton prospects, expressed the belief that that section of the country would see its most prosperous year since the war. Trade in the Middle West was reported as the best in two years. Advance of German prices continued to feature the foreign market, with the continued rise in sterling exchange.

6—Operating income of Class 1 railroads in March announced at rate of $121 per cent and exceeds profits 7.6 per cent.
10—Ninth National Foreign Trade Council meets in Philadelphia.
11—Bethlehem Steel Company announces plan to buy Lackawanna Steel Company for about $60,000,000.
15—Supreme Court holds child labor act unconstitutional.
18—Anthracite mine operators sign 21 per cent wage cut.
25—Receipts of wheat in Chicago highest in five years.
26—Interstate Commerce Commission orders 10 per cent rate reduction July 1.
28—Treasury offers $200,000,000 5½ per cent notes.
29—Steel mills raise prices $3 a ton on many products.

JUNE

Effect of the coal strike became more apparent. Steel mills, particularly, began to take stock of supplies and estimate probable length of operations. This had the effect of increasing steel prices to still higher levels. A bright feature was the steadily declining number of commercial and brokerage house failures. The proposed merger of Midvale, Republic and Inland Steel Companies was announced, but later abandoned.

Various industries reported increase in wages in an effort to secure more workers, as there was a distinct shortage of men in some localities. An appalling feature of the coal strike was the riot at Herrin, Ill., where many strike-breakers were shot down. Wholesale prices took an upward trend. The outlook in the West was reported encouraging, particularly in regard to mining and building. The building industry throughout the United States was better than in many years.

The Railroad Labor Board ordered cuts in the wages of 400,000 shopcraft workers and later a cut in the pay of railroad clerks, signalmen and stationary firemen. The shop crafts replied with a strike threat and the board summoned leaders of the unions to appear before them. This did not prevent preparations being made for a strike. Several Federal Reserve Banks cut discount rates. South American business was reported better. South European countries began to get on their feet with decreased employment. Prices in Germany continued to rise.

6—Railroad Labor Board orders cut in pay of shopcraft workers.
7—United States Treasury offers three-and-one-half-year 4½ per cent notes and one-year 3½ per cent certificates.
9—All crops better than in 1921, government reports.
13—Sharp break in stock prices.
15—Bank of England cuts discount rate to 4½ per cent.
16—Railroad Labor Board cuts wages of signalmen, clerks and stationary firemen.
18—Mahoning Valley steel mills at highest production rate in two years.
23—Fury killed in Herrin, Ill., mine riot.
28—Windsor Clock Company and Simmons Hardware Company merge.
27—All shopcraft unions call strike for July 1.

JULY

The railroad strike opened the month, when 300,000 shopmen walked out. This and the continued coal strike were the governing factors in industry for the month. The rail strike brought about some violence, and in several Western States troops were called out to keep order. Many trains were canceled. The maintenance-of-way men threatened to strike, following a wage cut, but later withdrew their plans. Effects of the coal strike became more general, affecting the steel industry greatest. The heavy demand for all steel products raised prices.

Automobile output was on a record basis, while rubber factories were working at capacity. The American Woolen Company spring opening showed prices slightly above the previous year. Crude oil prices tended downward. Secretary Hoover stated that American export trade, while not as heavy as in war years, and immediately after, was 59 per cent greater than pre-war years. The fall of the German mark featured the foreign situation. Reports of salt water in Mexican fields brought about a sharp reaction in prices of stocks of companies getting supplies there. European grain crops, it was estimated, were average, or less.

1—About 600,000 railroad shopmen strike.
3—First serious crop estimate places yield at 11,583,000 bales, or 71.2 per cent of normal; prices rises sharply.
7—Railroad strike outbreak, bring call for troops.
10—Government reports bumper crops of potatoes, corn acreage increased, but less cotton.
11—Four leading ribbon manufacturers of United States merge.
13—Bank of England cuts discount rate to 3 per cent.
18—Balance of trade for fiscal year just closed was about $1,182,000,000 in favor of United States.
25—Railroad priority shipments doubled upon order of emergency.
31—June railroad earnings for leading roads show gains in net, but loss in gross in many instances.

AUGUST

The railroad and coal strikes were the leading factors in business of the month. The first break in the bituminous strike occurred when the strikers and operators controlling mines having an annual output of about 40,000,000 tons agreed on the resumption of work with wages unchanged and the retention of the check-off. Various other operators and mine groups signed the agreement subsequently, but it was quite a time before production assumed large proportions. The anthracite miners and operators held several conferences without success, but at the close of the month peace was in sight.

Effects of the railroad strike became very acute, with reduced operations by the roads. Business in general, however, continued to gain despite the strike; operations in localities where fuel supplies were available and where railroad operations were not affected seriously by the shopmen's walkout. Wholesale commodity prices continued upward, except for crude oil. The wool business showed good demand.

Building, home, office and industrial was maintained at a record rate. The government report of a cotton crop only 70.8 per cent of normal resulted in a price rise of $9 a bale. Bumper crops of corn, wheat, tobacco and other commodities were anticipated. The Canadian dollar was quoted at par for the first time since 1918. German marks, however, continued to decline, causing sharp increases in prices and wages in Germany. Conditions in Austria were worse.

5—Rail men refuse to renew strike to Labor Board, demanding restoration of seniority rights.
7—Labor Department reports a gain in business despite strikes.
8—Government specifies hundred cents for wheat, corn and other sterling; orders labor normal.
13—Shopmen reject President's proposal for strike settlement.
15—First bituminous peace pact signed. Increases wage change.
17—Illinois and Indiana operators, and miners sign peace. U. S. Steel, Midvale and Youngstown Sheet and Tube raise wages 20 per cent.
20—Chicago and Alton, Baltimore & Ohio, Pennsylvania, Pittsburgh & Lake Erie and Chesapeake & Ohio railroads settle strike. Pennsylvania fixes Canadian dollar at par for first time since 1918.

SEPTEMBER

Strikes still were the dominating influence on conditions in September. The first break in the anthracite strike came, but actual operations did not resume promptly and then a shortage of miners was experienced, as many had left the district. The feature of the rail strike was the injunction granted the government prohibiting strikers from interfering with operation of the roads.

The rail strike ended on fifty roads and separate agreements were signed by others as the month progressed. Many railroad embargoes were declared as a result of congestion in moving much accumulated material. Railroads also placed orders for rails to save money, as prices were scheduled to rise soon. Iron furnaces resumed operations as fast as coal was secured and industry in its entirety sought to get on a greatly increased operating basis as soon as the coal and rail strikes were ended.

Cotton crop reports showed a loss of 874,000 bales in the month. The world wheat crop was estimated at 3,019,526,000 bushels. Automotive output continued to exceed previous records for the month. Employment generally increased with shortages of men in some localities. Government reported less unemployment than at any time since the war.

Oil prices tended to advance with increased orders, particularly for lubricating oils. Leather market was more active. Wages in all industries were increasing. The soldier bonus bill was vetoed by President Harding. The foreign situation was featured by daily output of billions of marks by Germany. Situation in other countries was unimproved.

1—United States gets temporary injunction against railroad strikers.
5—Anthracite committee of anthracite miners agrees to operators' peace plan.
10—United States Treasury offers $300,000,000 4½ per cent notes.
15—Rail strike ends on fifty roads. Others sign later.
16—Henry Ford closes nine plant for five days as protest against coal prices.
17—President Harding vetoes Soldiers' Bonus bill.
21—Bankers' bank raises discount rate to 5 per cent—4 resorted.
25—Permanent injunction granted against rail strikers.
27—Illinois, Bethlehem and Inland Steel companies merger abandoned.

OCTOBER

Business made good recovery from the effects of the coal and rail strikes. These forces still were felt, however, particularly in the line of car shortages, which prevented movement of many commodities. The improved position of the railroads was shown by the increase in dividend by the Pennsylvania Railroad. The leading financial event was the declaration of a stock dividend of 100 per cent by the Standard Oil Company of California, which precipitated a flood of disbursements of similar nature by other corporations having large surpluses. Commercial failures declined and better retail trade was apparent in all quarters.

American Woolen Company announced increased prices, as did carpet manufacturers at their season openings. Commodity prices continued upward. The treasury announced its refunding plan and offered bonds for $500,000,000. Crops as a whole lost a little in the month, while the Middle Atlantic States experienced the worst drought in a generation. Exports and imports showed good gains over the previous year. Employment improved generally.

Canadian railroads reported the heaviest grain traffic in history. The foreign situation was featured by continued improvement in conditions in Argentina and Chile trade in Peru and Brazil was dull, while almost all lines of manufacture in Great Britain marked time.

3—American Bankers' association in annual convention discusses crop financing and goes on record against branch banking.
6—Steamship lines of United Kingdom enforce cut freight rates 5 to 10 per cent.
11—German steel prices increased 67 per cent.
17—Ford Motor Company cuts prices $20 a car.
20—Department of Labor reports increased employment and improved conditions.
29—Federal Reserve Board reports retail trade gain in all sections.

NOVEMBER

Business is getting back to 1920 levels, the Department of Commerce reported. Basic industries were operating at high levels. There was an acute shortage of common laborers and wages for almost all classes of workers advanced. Automobile production for the year was estimated at 2,400,000 vehicles. The flood of stock dividends continued and General Motors Corporation restored the dividend on its common stock. The stock dividends, while first confined to oil companies, spread to banks and industrial concerns.

Iron and steel production increased early in the month, but let down a bit toward the close. Speedy shipments were demanded of finished products, as users feared a shortage. Unfilled tonnage of the leading interest declined for the first time in the year. Operations were on the basis of about 75 per cent.

The treasury announced its plan for taking care of the war-saving-stamps of 1918 through offers of cash or new certificates. Building operations continued on a high level, despite the approaching winter. Car loadings were the best since 1920. Cotton ginnings increased to a marked degree. President Harding urged the passage of a ship-subsidy bill to aid the merchant marine and to save the government money. The German mark made a new low for all time. Prices in Germany consequently, made further advances.

3—American Bankers' association in annual convention discusses crop financing and goes on record against branch banking.
6—Steamship lines of United Kingdom enforce cut freight rates 5 to 10 per cent.
11—German steel prices increased 67 per cent.
17—Ford Motor Company cuts prices $20 a car.
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29—Federal Reserve Board reports retail trade gain in all sections.

DECEMBER

Business in the closing month of the year, all phases considered, was perhaps the best of any month in the year. What losses there were in a few lines, activity in which was retarded by the approach of winter, were more than made up by retail trade that was estimated to have reached 1919 proportions. Retailers generally found they had not sufficient stocks of many kinds of goods to supply the demand, and placed rush orders with wholesalers and manufacturers. Steel production was on higher levels, although prices on some items in the industry eased a bit.

The treasury made several additional security offerings. President Harding, in his address to Congress, urged antistrike legislation, abolition of the Railroad Labor Board, lower freight rates, larger and easier farm credits and loans on live stock. Production in the motor industry was on a high level for what normally is a quiet month. A few companies reduced prices. The final cotton crop estimate for the year by the government placed the yield at 9,964,000 bales.

The feature of the financial world was uninterrupted flood of stock dividends, due to the fear that Congress would legislate a tax on large surpluses and to Secretary Mellon's ruling that stock disbursements are not taxable. The total par value of stock dividends declared was more than $1,500,000,000 before the close of the year.

The foreign situation was featured by the rise in the quotation for the pound sterling. Conditions abroad, however, were not improved to any great extent, gains being made only in isolated cases and with the general outlook for business on the continent extremely cloudy.

3—Chamber of Commerce of United States signs commercial arbitration agreement with chambers in South America.
5—Pottery workers strike ends.
7—Treasury offers $400,000,000 in 3¾ and 4 per cent certificates and $200,000,000 in 4¼ per cent notes.
13—Sterling at highest since 1919, $4.68.
14—Reported more cotton used in November than in any month since October, 1917.
15—Estimated United States 1922 crops worth $7,572,000,000.
18—Reported Rockefeller supports Highway of Jesus, Hamilton, Fields & Co., stock brokers, fail.
19—Chamber of Commerce of United States opposes Capper-Tincher anti-trust bill.
20—Bankers' Trust Company, New York, reports deposits of $1,000,000,000.
21—Federal Reserve Board reports business at high level.
22—Anthracite miners ratify peace agreement.
26—Ford Motor Company reports sales of 1,250,000 cars and trucks in 1922.
27—Standard Oil Company of California declares 100 per cent stock dividend.
28—Treasury offers $500,000,000 4¼ per cent certificates.
29—Federal Reserve Board reports bank deposits at record high.

Security Trust & Savings Bank
Los Angeles, California

Statement of Condition
December 31st, 1922

RESOURCES

Loans and Discounts	$103,304,508.28
U. S. Bonds and Certificates	19,219,807.92
Other Bonds	20,725,339.31
Federal Reserve Bank Stock	310,500.00
Real Estate	385,759.14
Bank Premises, including Branches	3,438,000.00
Furniture and Fixtures	870,500.00
Safe Deposit Department and Vaults	464,500.00
Other Assets	19,924.19
Customers' Liabilities Under Letters of Credit	510,401.93
Cash and Due from Banks	27,365,046.49
Total	$176,614,287.26

LIABILITIES

Capital	$7,525,000.00
Surplus	2,825,000.00
Undivided Profits	2,181,667.88
Reserve for Interest, Taxes, etc.	491,579.25
Interest Collected Not Earned	67,005.11
Letters of Credit	510,098.07
Deposits	$163,013,936.95
Total	$176,614,287.26

Increase in Deposits since January 1, 1922 ..... $23,674,941.05

SECURITY TRUST & SAVINGS BANK

Capital and Surplus, $10,350,000
Resources Exceed $175,000,000

Eighteen Banking Offices in LOS ANGELES
HOLLYWOOD, LONG BEACH, PASADENA, GLENDALE, SOUTH PASADENA, EAGLE ROCK, HIGHLAND PARK, SAN PEDRO, HUNTINGTON BEACH

THE BUILDING OPERATIONS OF THE NEW

VICTORIA ARMS

BEGIN TOMORROW MORNING

It is only too seldom that a bond house of even the high calibre and standard of the Union Mortgage Company can offer to its friends and investors an issue that has the merit of this new

$550,000 SEVEN PER CENT SERIAL FIRST MORTGAGE GOLD BOND ISSUE SECURED BY THE PROPERTY AND BUILDING OF THE NEW VICTORIA ARMS

The securities, upon which this issue is first mortgage amount to almost double the issue, after the building is finished.

Application has been made with superintendent of banks to certify these bonds as legal investment for California Savings Banks. Normal income tax of 2% paid by borrower when claimed.

The leasehold already executed will show an annual return of more than four and one-half times the interest requisites.

The building is to be located at the corner of Wilshire and Carondelet in the most desirable section of the city.

It is to be a modern fireproof eight-story building of 174 apartments with 388 rooms, all told.

These bonds are callable upon thirty days notice at any interest paying date, at 105 and accrued interest.

Offered now at 100 and interest.

The legalities incident to this issue will be approved by Messrs. Chrisman, Sidd Clark, attorneys, Los Angeles. These bonds are offered subject to previous sale and change in price, and when, as and if issued and accepted by us.

UNION FIRST MORTGAGE BONDS

UNION MORTGAGE COMPANY of CALIFORNIA
740 SOUTH BROADWAY GARLAND BLDG.
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Resources Over One Million Dollars

"SMACKOVER MINERAL DEEDS"
YOU CAN BUY all or any part

1000 Robt. Edmonds
60 Richard Rader
70 Jess Tomberlin Smackover
80 Harry Morris
70 Chas. Lockhart
5000 Wilson Oil
67 McPhail Oil
60 Vitek Oil & Refining
80 McRobie

We will have the deeds that you purchase issued in your own name on the books of the Company so purchasers are assured of all dividends paid from date of purchase.

California Issues

5 Santa Fe Dome No. 1	Mkt.
4 Ace-Bee	$ 90.00
5 C. C. Julian No. 2	145.00
10 Julian No. 1	110.00
5 White Star No. 1	80.00
4 Santa Fe No. 2	100.00
5 Kirkpatrick No. 2	100.00
7 Foster's Californian	85.00
1 Foster's Cal. Pfd.	90.00
4 Foster's Mohawk	5.00
4 Foster's Mexican	27.50
2 Henderson Pet.	275.00
5 Bellview	65.00
500 National Security	.15

Money to loan on mineral deeds and units.

Akin-Lambert Company
629 S. Spring St.
320 L. A. Stock Exchange Bldg.
Main 8214. 821-877.

MORELAND

7% Cumulative Participating Preferred Stock

Will make you a safe, sound and profitable investment.

THIS stock is 7% Cumulative, participating and Preferred as to dividends and assets. It is nonassessable after the par value has been paid in full. It participates proportionately with the Common in dividends above 7% to 12% per annum. It is exempt both from personal property tax in California and the Federal normal income tax.

Preferred Now Selling at Par $10 Per Share

A limited amount of Common offered at $12.50 per share.

TERMS

25% with subscription. Balance in six (6) equal monthly installments.

Complete Information Mailed on Request.
Address: Securities Department

MORELAND MOTOR TRUCK CO.
2325 S. MAIN ST., LOS ANGELES, CAL.

ALAMO G. M. CORPORATION

$175,000 Preferred 7% Stock—Convertible

Exempt from California County and City Taxes; exempt U. S. Normal taxes.

Preferred as to Assets and Dividends to $3,000,000. Capital Stock California Corporation. (No bonds; no debts.) After financing:

ASSETS:

Cash and determinable properties, tangible	$298,000
Other production values, intangible	725,000
Securing Preferred Stock, definite	$881,000
Properties partly developed, estimated	1,044,000

LIABILITIES:

None, except issued Preferred Stock	$ 175,000	
Common Stock	$1,850,000	2,025,000
Unissued stock		975,000
Authorized Capital Stock		$3,000,000

Money to be used for machinery and betterments; therewith annual net profits estimated to exceed total of Preferred Stock issued!

The first offerings of above are now open to subscription at par for Preferred plus two shares of Common as a bonus; 3 for 1. An attractive holiday opportunity!

Ask for Prospectus and Engineering Reports. Investment assured!

Reservations at 15 S. Raymond Ave., Pasadena, Cal.

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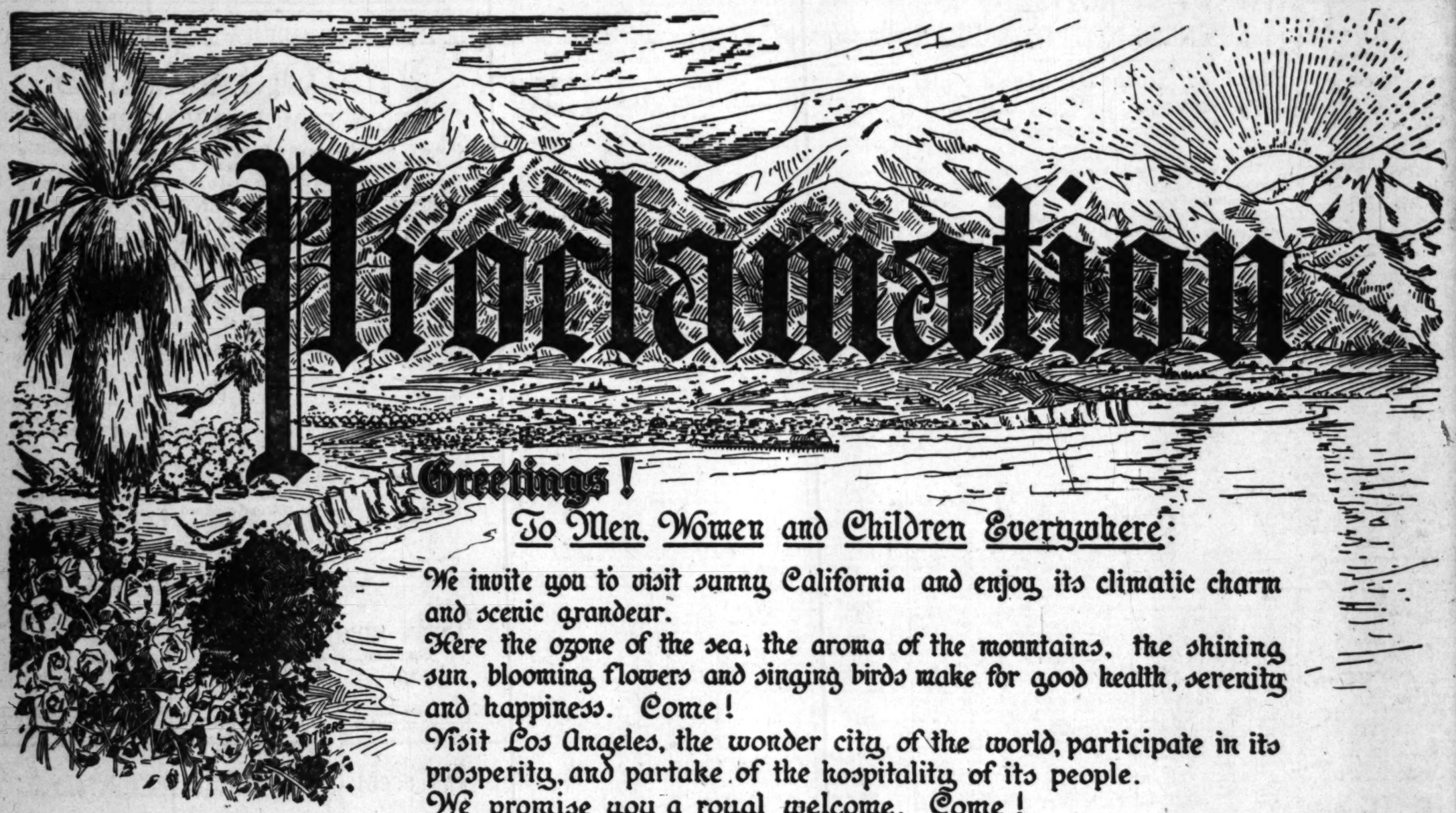
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To Men, Women and Children Everywhere:

We invite you to visit sunny California and enjoy its climatic charm and scenic grandeur.

Here the ozone of the sea, the aroma of the mountains, the shining sun, blooming flowers and singing birds make for good health, serenity and happiness. Come!

Visit Los Angeles, the wonder city of the world, participate in its prosperity, and partake of the hospitality of its people.

We promise you a royal welcome. Come!

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CALIFORNIA COMPANY

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HOWLAND & DERBY CO.

SCHULTZE & BURNS
Architects

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THE FORD ALEXANDER CORPORATION

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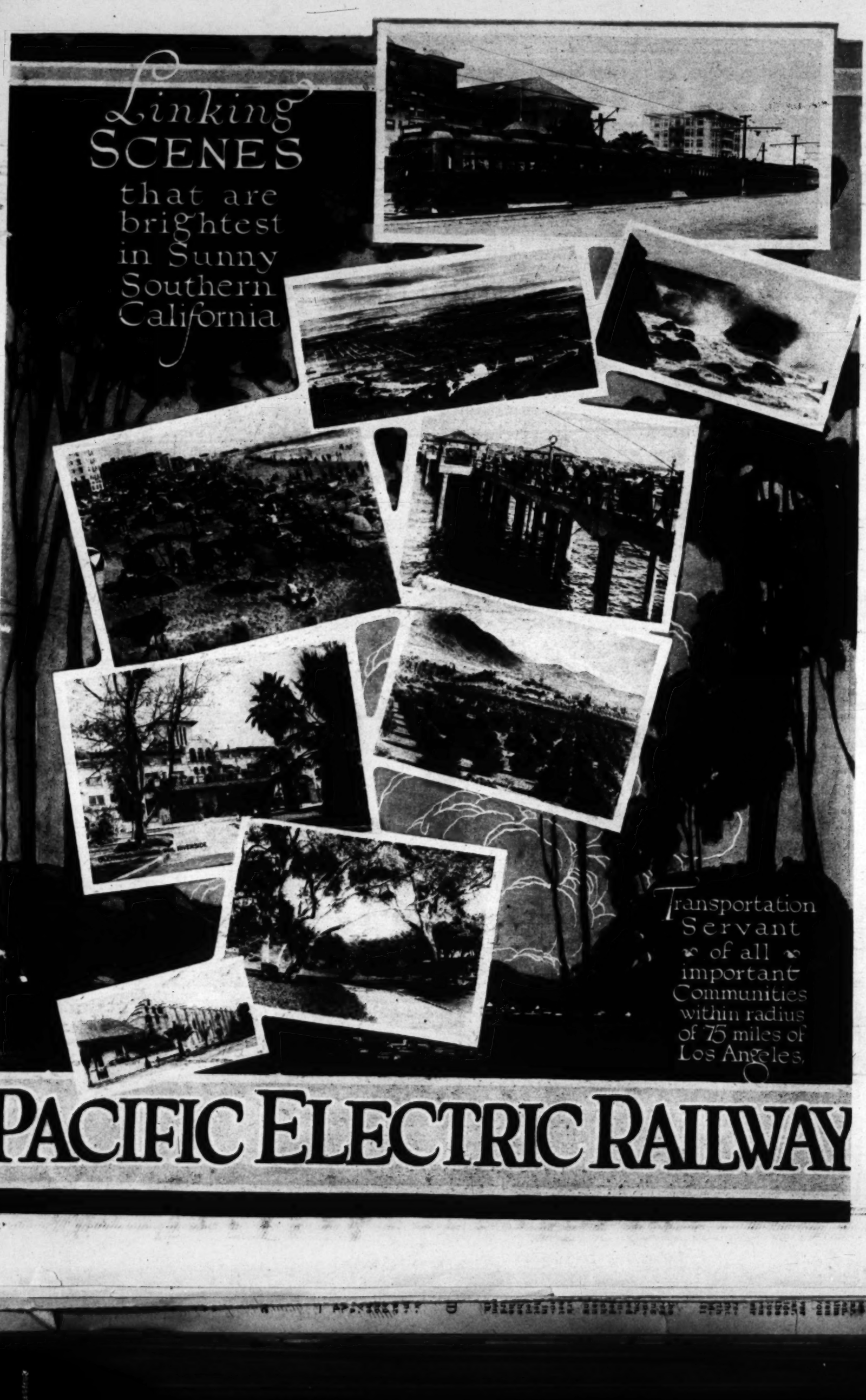
HOMER LAUGHLIN BLDG.

Grand Central Public Market

Los Angeles Times
PART V ANNUAL MIDWINTER NUMBER JAN. 1, 1923



A PICTORIAL JOURNEY in and about Los Angeles

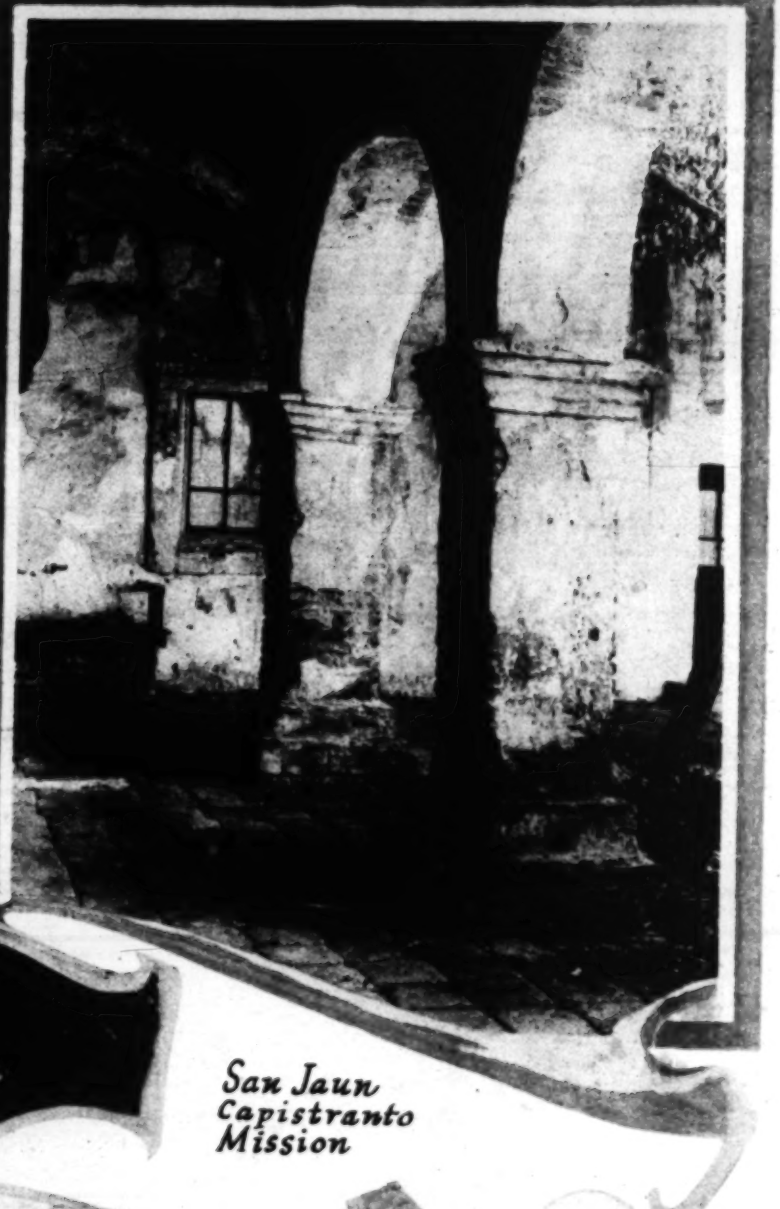


PACIFIC ELECTRIC RAILWAY

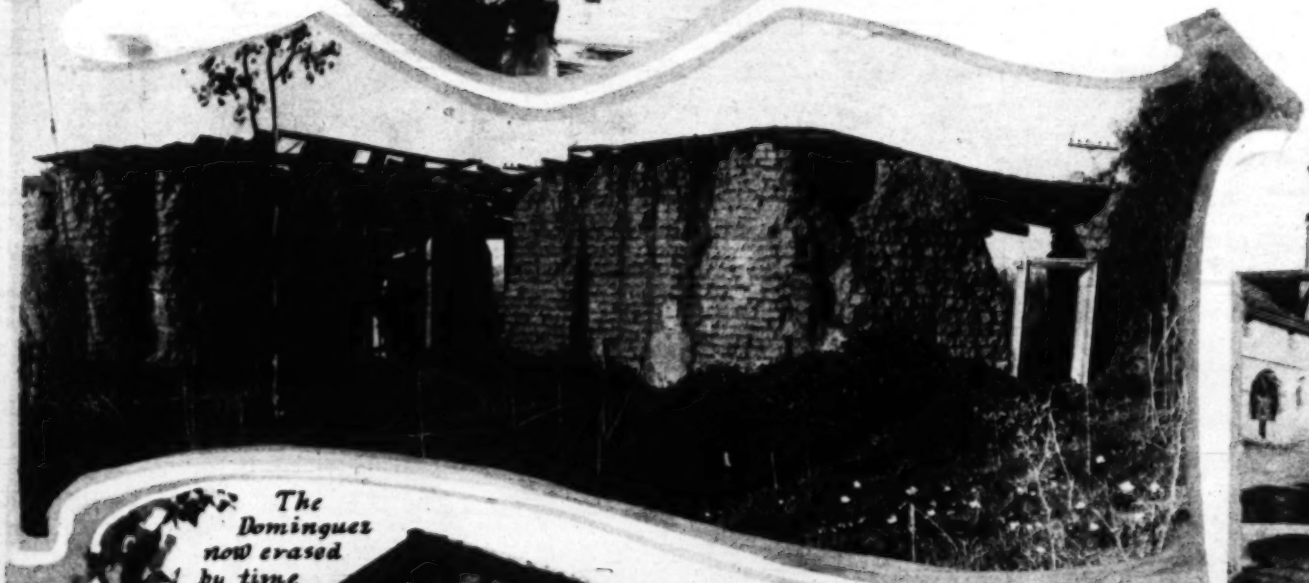
REMINDERS *of* *EARLIER DAYS*



San Gabriel



San Jaun Capistranto Mission



The Dominguez now erased by time



Santa Barbara Mission



San Fernando Mission

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GILMORE PETROLEUM CO.

LOS ANGELES

Producers Refiners Marketers

ALL PETROLEUM PRODUCTS

GILMORE GASOLINE
MONARCH OF ALL

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the production of oil *and*— the building of public roads

In the development of better highways, The A. F. Gilmore Company has made a notable contribution. It produces road oils and asphaltic binders that are indispensable in the construction of the highest type of macadam and concrete roads. In addition, it has perfected a system of applying the oil by means of specially built truck equipment, which carries the fluid heated to a high temperature and sprays it on the roadway under pressure.

Petroleum Exports

Gasoline, kerosene, lubricating oils and other petroleum products are shipped by the Gilmore Petroleum Company to any port in any quantity. Orders are filled in exact accordance with individual specifications, checked by any standard chemical laboratory the customer may name.

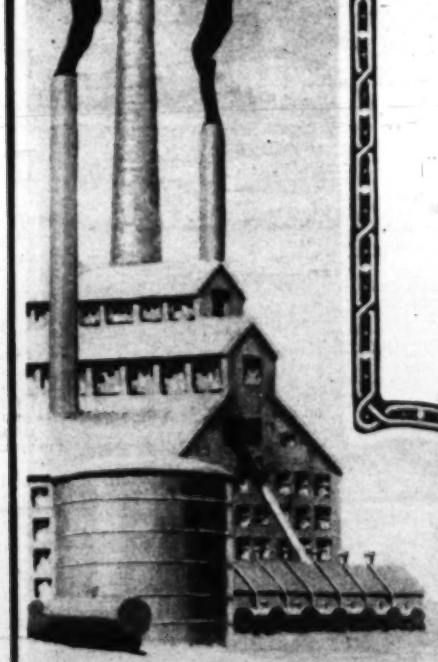
Fidelity to a high standard of quality may always be depended upon in all Gilmore products.



A.F.Gilmore Company
Gilmore Petroleum Co.

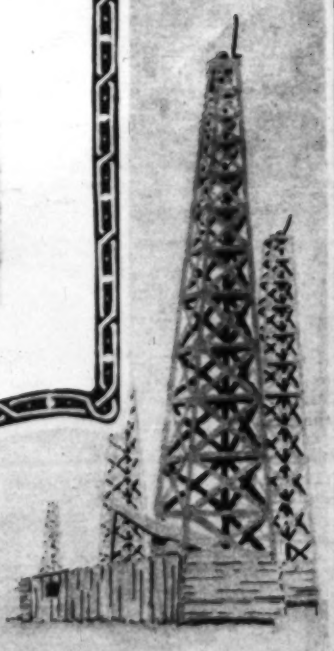
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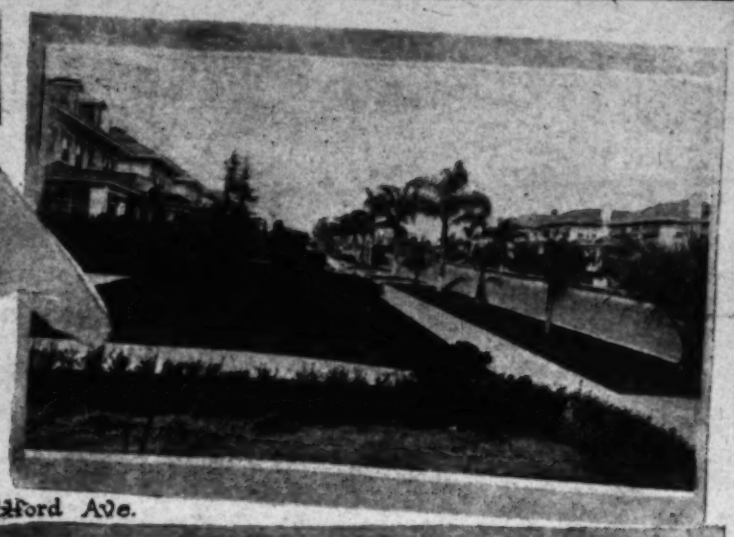




Los Angeles Streets *Here and There*



Spring St.



Oxford Ave.



Stanley Ave.



Beverly Drive



Helos & Gower Sts.



Beachwood & Temple Hill Dr.



St. Andrews Place

Wurster Construction Company

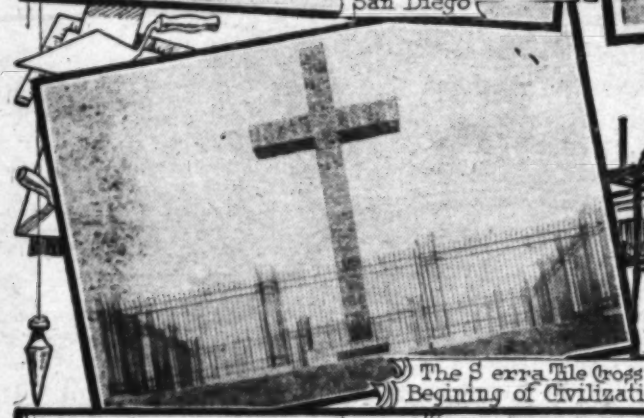
CONTRACTORS AND ENGINEERS



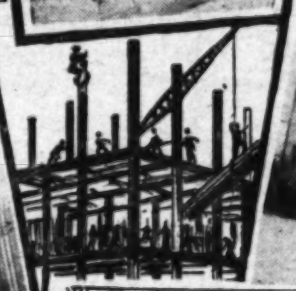
The California Building from Los Jardines de Eucalyptus San Diego



Birdseye View of the Great $10,000,000 Wholesale Terminal-Los Angeles



The Sierra Tile Cross-Marking the Begining of Civilization in California



Residence of F.H.Wurster Wilshire District-Los Angeles



Coronado School, Coronado-The Company's First Contract in California

SPECIALISTS IN REINFORCED-CONCRETE BUILDINGS, ETC. ORGANIZED BY F. H. WURSTER IN BUFFALO, NEW YORK, IN 1889

THE Wurster Construction Company has specialized in reinforced concrete construction since 1900. Mr. Wurster erected some of the largest buildings at the Pan-American Exposition, then moved to Saint Louis, where he constructed buildings costing over $3,000,000, for the Saint Louis World's Fair, going from there to the Lewis and Clark Exposition at Portland, Oregon, where he erected several of the most prominent buildings. At San Diego, the California State Building, of reinforced concrete throughout, recognized as one of the most beautiful buildings in California, was among the prominent group erected by the Wurster Construction Company.

It was in 1912 that Mr. Wurster moved his organization to San Diego, believing that Southern California offered better opportunities. The advent of removal was just in advance of preparation for the splendid fair. One of the first things Mr. Wurster did upon entering Southern California was to mark the spot for posterity of the beginning of civilization in Southern California in the building of the Serra Cross in San Diego's Old Town—the adobe cradle of modern California, where in the spring of 1769, foregathered the Friars and leather-jacketed soldiers, the ships and the mule trains, the servants and the cattle of Portola's motley expedition; their purpose, to make a start at insuring the title of Catholic Spain to her long-claimed Upper California Coast. The Cross, shown here, was constructed from tiles dug up from the old floors of the Mother Mission of California in which Padres Junipero Serra and Fernando Parron celebrated mass. The completed work was donated to the Order of Panama, the latter in turn donating it to the city of San Diego. This Cross today marks the site of the Mother Mission, overlooking Point Loma, and is one of the great tourist objective points in Southern California.

The first California commission of the Wurster Construction Company was the award to build the handsome Coronado School at Coronado. Today this splendid building stands out equally as prominently as when built several years ago as one of the really artistic and substantially constructed school buildings of California.

After the close of the San Diego Fair, the general offices of the company were removed to Los Angeles, where they have been maintained since. It was late in 1916 when the most important thing which, up to that time, had ever been done for Los Angeles in the way of promotion of commerce and industry was brought about through the industrial bureau of the Los Angeles Chamber of Commerce—the big project of the great $10,000,000 Wholesale Terminal at Seventh street and Central avenue, the center of the wholesale district of Los Angeles. The contract for all of these great buildings was awarded to the Wurster Construction Company and much of the credit for the excellence of the construction and the speed with which the work was accomplished goes to the company. Mr. F. H. Wurster directed the construction in all details, kept the work going all through the late World-War conditions, which brought in many unexpected problems and conditions, with the result today that the completed units stand only second to the great Bush Terminal in New York in size, and stand second to none in the world for completeness.

In carrying out the work of construction of the great Wholesale Terminal project, which is the largest group of the large buildings in California, the Wurster Construction Company had on the pay roll for months more than 700 men. Each of the great six-and seven-story buildings contains approximately 2500 tons of steel. Over 10,000,000 board feet of lumber was used in making forms for concrete. Cement was used by the thousands of tons. Miles of freight cars were busy hauling crushed rock, gravel and other materials in, and hauling away the earth loaded by great steam shovels, tearing out the excavations. The generalship of these mammoth activities, keeping them all co-ordinated and moving without delay or friction displayed in Mr. Wurster and his capable assistants a degree of ability and skill which makes their achievement a notable one.

Specializing as Mr. Wurster has in reinforced concrete building since 1900, the company has constructed throughout the Middle West and Southwest some of the largest projects. Mr. Wurster is generally recognized as the real pioneer reinforced concrete builder. He has made this phase of construction and engineering a life study. Many industrial centers in Missouri, Kansas, Oklahoma, Texas, Iowa, Minnesota and as far south as Tennessee, have been created and brought to realization under his guidance.

Perhaps one of the achievements of which Mr. Wurster is justly proud is the fact that during the St. Louis Exposition his company constructed the Inside Inn on the fair grounds. This hotel for accommodation of visitors contained **2387 guest rooms.** Beyond any question of doubt the Inside Inn is the largest hotel ever built in the history of the world.

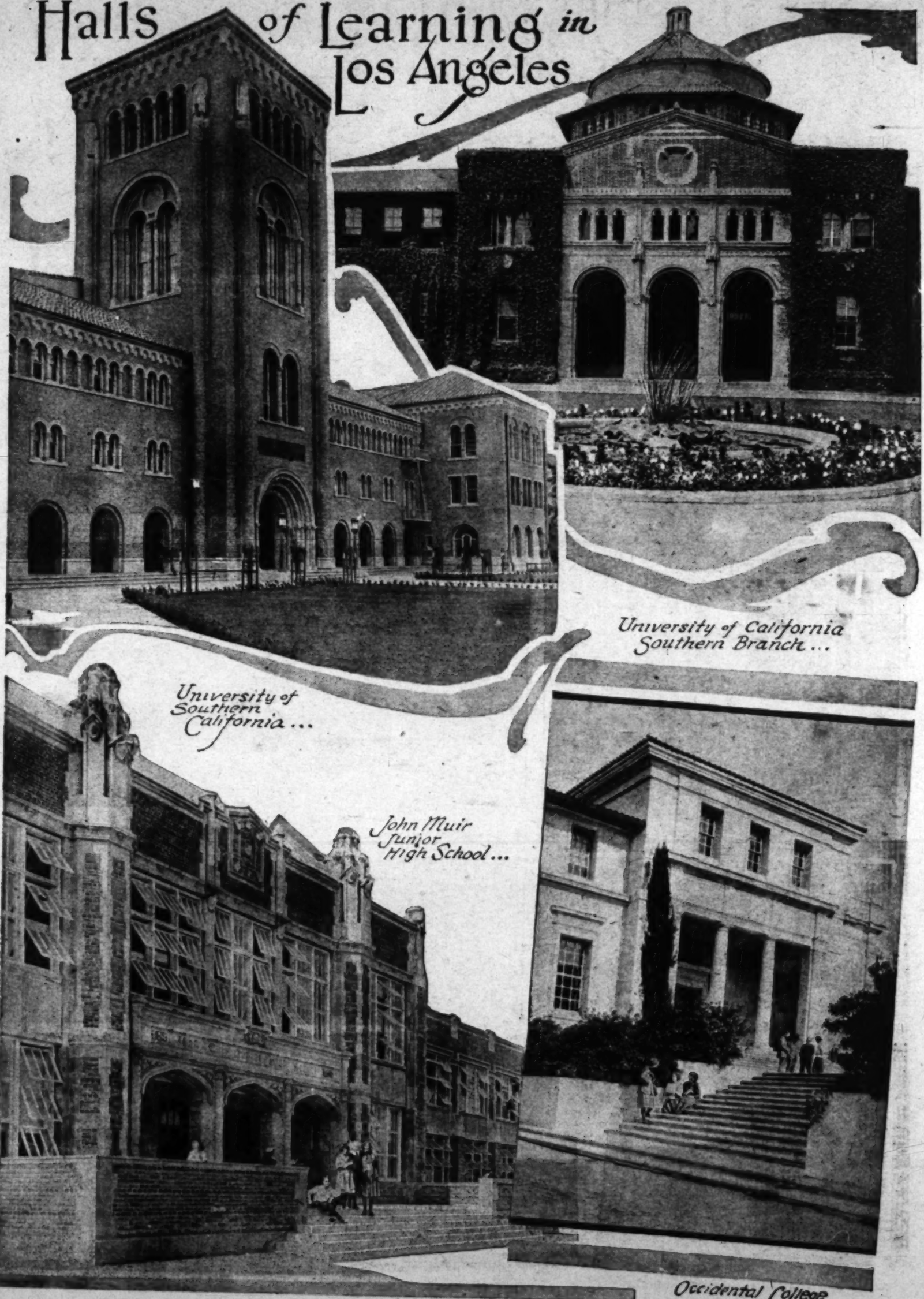
The most recent achievement of the company is the construction on Central avenue at Third street for the United States Government of the Arcade Station Postoffice Terminal for Los Angeles. The ground area of the building is approximately 110,000 square feet. Its Central avenue frontage is 532 feet and it extends along Third street 274 feet. The cost of construction is placed at $450,000.

Mr. Wurster here, as elsewhere, gives his splendid engineering experience full scope and personally directs the work of construction.

Associated with Mr. F. H. Wurster in the Wurster Construction Company is his son, C. L. Wurster, who has been engaged in the business for the past ten years. For the last few years the younger Mr. Wurster has been under the personal tutorship of his father in the conduct of the management of the business, so that the Wurster Construction Company may have the same able leadership in the years to come that it now has, and that its continuation is assured.

The offices of the Wurster Construction Company are in Suite 251-253-255 Wholesale Terminal Building, Seventh street and Central avenue.

Halls of Learning in Los Angeles



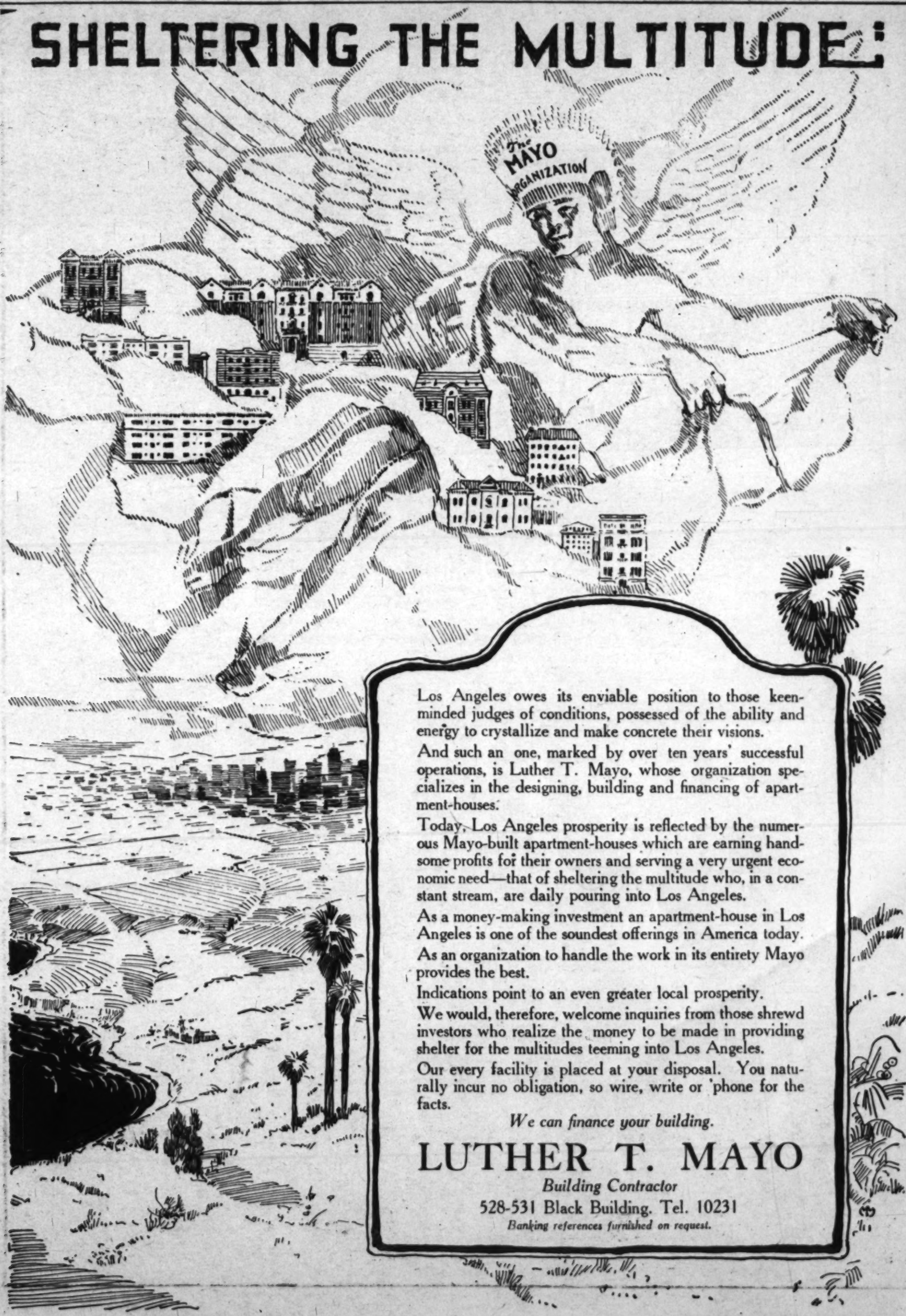
University of California Southern Branch...

University of Southern California...

John Muir Junior High School...

Occidental College

SHELTERING THE MULTITUDE:



Los Angeles owes its enviable position to those keen-minded judges of conditions, possessed of the ability and energy to crystallize and make concrete their visions.

And such an one, marked by over ten years' successful operations, is Luther T. Mayo, whose organization specializes in the designing, building and financing of apartment-houses.

Today, Los Angeles prosperity is reflected by the numerous Mayo-built apartment-houses which are earning handsome profits for their owners and serving a very urgent economic need—that of sheltering the multitude who, in a constant stream, are daily pouring into Los Angeles.

As a money-making investment an apartment-house in Los Angeles is one of the soundest offerings in America today.

As an organization to handle the work in its entirety Mayo provides the best.

Indications point to an even greater local prosperity.

We would, therefore, welcome inquiries from those shrewd investors who realize the money to be made in providing shelter for the multitudes teeming into Los Angeles.

Our every facility is placed at your disposal. You naturally incur no obligation, so wire, write or 'phone for the facts.

We can finance your building.

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Building Contractor

528-531 Black Building. Tel. 10231

Banking references furnished on request.

In the Shopping District of Los Angeles









The Architect's Service to Mankind!

A PRINCIPAL corner-stone of all civilization rests on the work of the architect! Since the dawn of history his labor has been a guiding genius, an inspiring influence of human progress. Through contributions too vast to recount, he has sublimely enriched the world!

Where the architect serves, harmony prevails, skill and beauty dominate, and economy supersedes waste. Countless homes are here to mark the architect's creative force, his understanding of the true and false in residential forms, his application of those ideals that give character and distinctiveness to the builder's art.

Behind those evidences which testify to the Nation's material wealth—its factories, schools, churches, theaters—the pride and power of cities great and small—the architect's guiding hand has been ceaselessly at work. All these are living monuments to his usefulness, his vision and productive skill.

There is no substitute for the architect's painstaking service or the knowledge he brings to those he serves. Against the errors and penalties of inexperience and incompetence, he stands as the protecting arm, watchful of his client's interests.

The exactness of his training, his resourcefulness, his keen understanding of the problems that beset the builder's path, his unchanging code — these are the guarantees he brings to his client's aid.

In the absence of the architect, doubt and uncertainty enter the building program. With him order, the benefit of superior craftsmanship, beauty, grace, value and enduring satisfactions inevitably come!

Those who employ the architect serve best their city and themselves!

The Allied Architects of Los Angeles



Excavating for Building

A Gas Works Unit

Roller Mill

Oil Drilling

Does the food you Eat Rob you of Health - Shorten Your Life?

Dr. Frank McCoy Gives to the World in His New Book, *"The Fast Way to He lth,"* the Secrets of Proper Food Combinations—the Basis of *Health—Success—Long Life.*



Upon the Science of Ordering Properly Balanced Meals Depends Not Only Success in Life—But Often Life Itself!

HEALTH is the greatest blessing known to mankind. There can be no real happiness without health. Let's have a little talk about Health, just you and me. My name is McCoy. I have helped thousands of people on the fast way to Health. Many say I have shown them the way to a life of genuine happiness. Maybe I can help you.

The study of Health and Disease, which in these days has risen to the dignity of a science, may be said to be classified knowledge of common human experience. No instrument or apparatus has so far been devised either by the ablest scientist or the most renowned inventor which can approach even closely, in delicacy of operation, the mechanism of the human organism, with its enormous range of functional power. Nature apparently created in man the very highest possible medium for the expression of divine intelligence.

Nature is orderly, but not unkind or revengeful, and we have only ourselves to blame if we permit destructive habits to conflict with the fixed and inexorable rules of the Creator.

Voluntary abstinence from food as a method for the cure of disease, is as old as animal life itself. I have made a most exhaustive study of every method of cure from mind cure to modern surgery and gland therapy, and I have never found a single method that could approach even closely, in its results, the benefits which come from some form of the fasting cure.

I am a physician who has specialized in the dietetic cure of disease. My every discovery is embodied in "THE FAST WAY TO HEALTH." I am daily helping men and women to attain health, wealth and happiness.

I help them by telling them the fast way to health—the way to eat properly. That is all there is to it.

I can't tell you here. I have written a book that plainly points out the FAST WAY TO HEALTH.

Readers of THE FAST WAY TO HEALTH say it is worth ten thousand times the price asked. If you will read the book carefully it will mean for you the difference between your present condition and life-long HEALTH.

Your copy is ready.

MORTALITY RECORD FOR ONE YEAR.

Compiled by

U. S. Government, Bureau of the Census

Disease	Total Deaths
Measles	7,712
Scarlet Fever	4,004
Influenza	62,097
Tuberculosis of the Lungs	88,195
Cancer and Tumors	72,931
Organic Diseases of the Heart	124,143
Pneumonia	72,362
Diseases of the Stomach (Cancer excepted)	10,416
Appendicitis and Typhilitis	11,702
Hernia and Intestinal Obstruction	9,314
Acute Nephritis and Bright's Disease	78,192
Non-cancerous Tumors and other diseases of the female genital organs	4,941

These Disease Are All Preventable and Curable—"The Fast Way to Health" Shows You How.

Cut Out and Mail This Coupon Today.

Times-Mirror Press,
118 S. Broadway, Los Angeles, Cal.
Gentlemen:

I enclose $5.00 (check, money order, stamps) for which please ship immediately one copy of "The Fast Way to Health."

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LOS ANGELES AQUEDUCT



LET SOUTHERN CALIFORNIA LENGTHEN YOUR LIFE



By R. F. McCLELLAN, Chairman Board of Supervisors

SLEEP, eight hours; work, eight hours; play, eight hours. A day of life. Sleep? No finer place than Los Angeles County, where air is clean, summer nights are cool, and no bursting water pipes disturb in winter. Work? No better place than Los Angeles County, the white spot on the industrial map of the world. And what about play, the remaining third of our lives? What has Los Angeles to offer to satisfy one's need for recreation?

SURF BATHING

The world's largest ocean has been for centuries grinding the sand and shaping it into miles on miles of beaches, for the pleasure of citizens and guests of Los Angeles County. Some are content to bask on the warm sands, within sound and view of the ever-pounding sea, cooled by its breeze-blown spray, ozone banqueters. Others are tempted to bathe where the gently rolling swells furnish a refreshing medium, invigorating but not too strenuous. Still others seek the roaring surf, where, breasting the boisterous breakers, they battle Neptune in play, glorying in the combat.

OCEAN FISHING

Did you ever try ocean fishing? Try it from the shore, casting for surf fish or corbina; or drop a line from one of our many wharfs for mackerel, bass or baby baracuda. Or, for real sport, troll for yellowtail or bonita, or tussle with a tuna or a black bass. And should your fisherman's luck chance to be poor, you will still be the gainer, for you will have at least an hour's companionship with the bright blue sea, and no hour so spent is lost.

MOUNTAIN CLIMBING

All that Los Angeles County has to offer in the way of outdoor entertainment is not at sea level, however. Traversing the county from east to west, the Sierra Madre Mountains, a part of the Coast Range, offer a number of peaks for the alpine enthusiast. Of these Old Baldy (Mt. San Antonio,) with an elevation of ten thousand and eighty feet, is the highest. From its summit a marvelous panorama of ocean, fruited plains, and populous cities may be seen on the one side; on the other, the mysterious desert with its beautiful colorings and illusive enchantments. All around are lower, yet lofty, mountain tops, each with its own claim to fame.

Among these is Mt. Lowe, world renowned for the inclined railway that lifts the traveler the first step up its slope. Near by stands Mt. Wilson, crowned with white domes and towers, instruments of man's attempt to understand the heavens. Weekly, the use of the huge reflecting telescope is given over to the public, and Jupiter's many moons and Saturn's rings become things we have seen.

CANYON TRIPS

Between the mountain masses, and gouged into their flanks, are innumerable canyons, shaded with trees, green with ferns, full of music of bees, birds and the babblings of busy brooks. Some of these canyons are twenty miles and more in length in their twisting course from the plains up to the sources of the streams that made them. Others are but one family size, affording, however, ideal picnic spots, out-of-doors, away from the confusion of civilization, just made for a holiday.

In one of the larger canyons, at an elevation of over seven thousand feet, on the desert side of the mountains, Los Angeles County has recently set aside for public use almost six hundred acres of pine forest. Not only is this public park attracting hundreds with its bracing, pine-laden air during the summer, but it is expected to prove especially attractive during the winter and spring as a place where winter sports may be indulged in, for the snow will lie deep and late on its slopes.

CANYON HOMES

Most of the canyons are within the boundaries of the National Forest Reserve, and the Federal government has set aside, in many of them, cabin sites. These are leased from the government for fifteen dollars a year, and so popular are they that the demand exceeds the supply, and new locations are being made yearly. On these cabin sites buildings costing anywhere from twenty-five dollars to ten thousand dollars are erected, according to the purpose, pride and pocketbook of the lessee. However pleasant one's daily surroundings may be, these canyon retreats fill a real need, and are so guarded in their use that they make the canyons of greater, not less, worth to the public at large.

In several of the canyons there are resorts, out-of-door hotels, where a vacation may be enjoyed in the mountains with meals and lodging supplied. Such places are the center of trails leading to other canyons and mountain tops, to be traveled on foot or on horseback. A vacation so spent has one disadvantage, it is inevitably too short.

HUNTING

To those whose delight it is to hunt, Los Angeles County offers a variety of entertainment. In their seasons (for the protection of the law is insuring a continuance of the pastime) rabbits, quail, doves, ducks and deer are the objects of many expeditions. As many as seven wild deer were seen at one time within two hours of the County Courthouse, not long ago. Such sights come, of course, when no gun is present, but there is a reward to hunting beyond the pleasure of the trip itself, for game is to be had.

Mention should be made, too, of our trout streams, for, though not so plentiful as those of the High Sierras, they are far from being negligible. The best known streams are Big Creek, over the mountains from the coastal plain, and the San Gabriel. Less known streams, reached from the Ridge Route, are no less worth visiting, for they will return limits to the skillful angler.

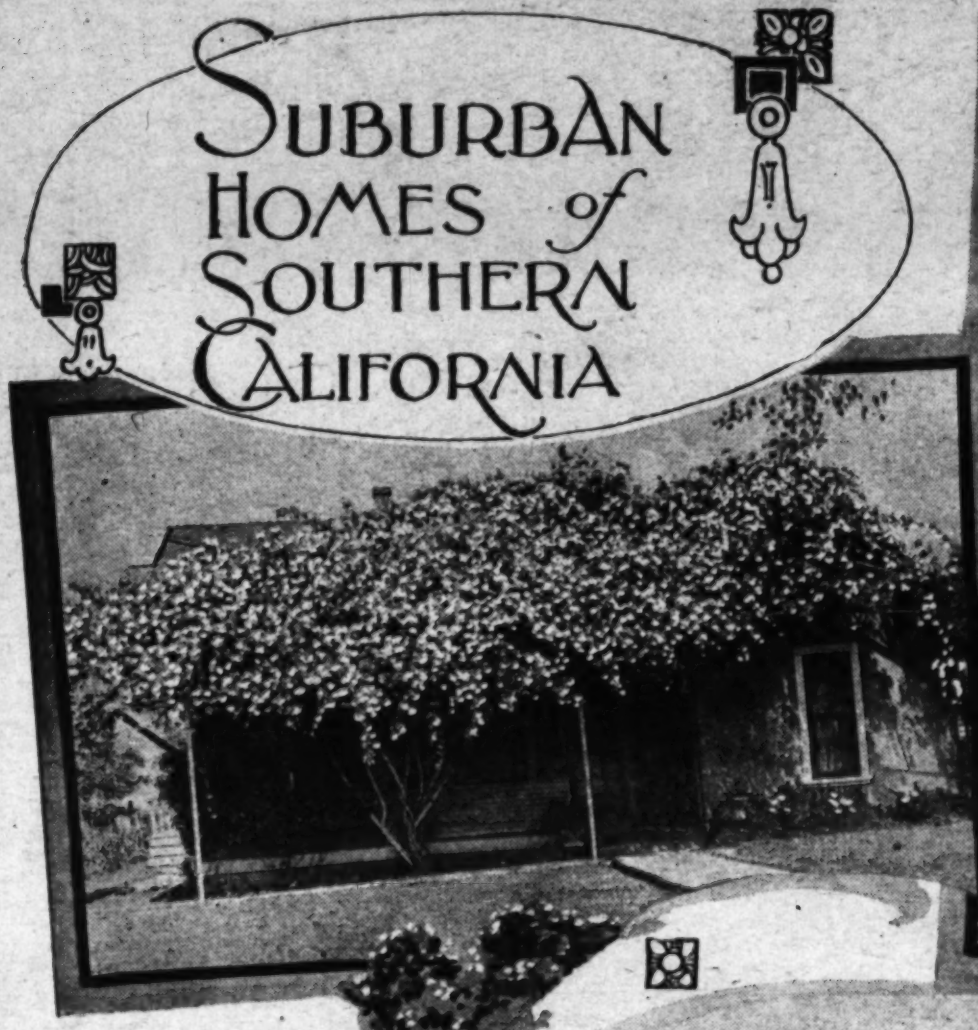
MOTORING

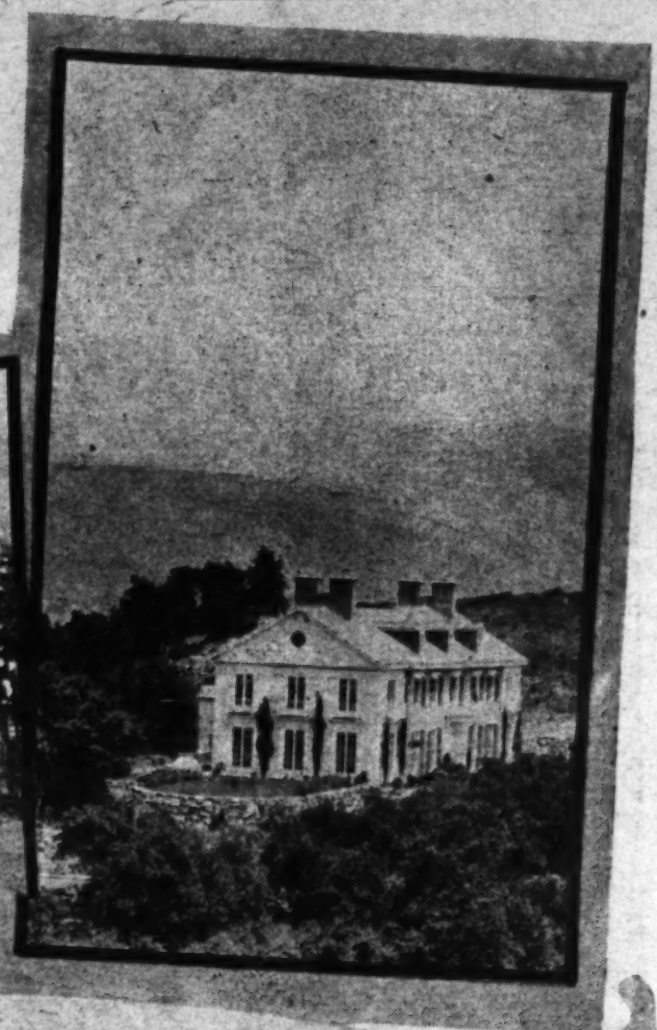
Even such a brief sketch of the recreational advantages of Los Angeles County as this is would be incomplete without a word about the possibilities of motoring. The sea, mountains, canyons and plains are tied together by a network of roads, paved and tempting not only for the journey's end, but for the pleasure of the trip itself. Outside of incorporated cities, the County has and is maintaining over four hundred miles of paved roads, leading through orange groves, along the sea, through the foothills, up the mountains, on to the desert, and through its fertile plains, hour after hour of delightful going, possible three hundred and sixty-five days a year.

There is room at our beaches, on our mountains, in our canyons, on our roads, for you. Come, take your place in our community and these shall be your reward.

Come to Los Angeles---We Will Prove It

SUBURBAN HOMES of SOUTHERN CALIFORNIA









THINKERS

SUCCESS for the farmer, the business or professional man is measured by his ability to THINK and ACT. When he is laid up for either a short period or permanently, he has plenty of time to do a lot of THINKING. That's usually about all he is able to do.

If he has a check coming in regularly every month from the Pacific Mutual and knows that it will continue to come for life, should his disability prove to be permanent, his thoughts are apt to be pleasant and his chances for a speedy recovery greatly increased. On the other hand, if his mind is tortured by worry about the future of his family and his business, well, you know the answer.

THINK and ACT right now while you are in good health. It will place you under no obligation to fill out the coupon below and find out just how you can insure your income and your life under the Pacific Mutual's Multiple Income Plan.

"it pays 5 ways"

1—Sickness
Pacific Mutual Multiple Income Insurance pays *you* a monthly income in event of Sickness.

2—Accident
Pacific Mutual Multiple Income Insurance pays *you* a monthly income in event of Accident.

3—Permanent Total Disability
Pacific Mutual Multiple Income Insurance pays *you* a monthly income for life in event of Permanent Total Disability, caused either by Sickness or Accident.

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Pacific Mutual Multiple Income Insurance pays *you* a monthly income beginning at age 65.

5—Death
Pacific Mutual Multiple Income Insurance pays *your beneficiary* in event of death.

It pays *double* in event of Accidental Death.

The Pacific Mutual is national in character, doing business in 44 States. It issues a policy every minute and pays a death claim every 4 minutes of every working day.

THE PACIFIC MUTUAL LIFE INSURANCE COMPANY OF CALIFORNIA

Organized 1868

Assets $65,199,251.16 Organized 1868

The Pacific Mutual Life Insurance of California

Home Office Los Angeles, California

Please send descriptive booklet of your new form of Multiple Income Insurance.

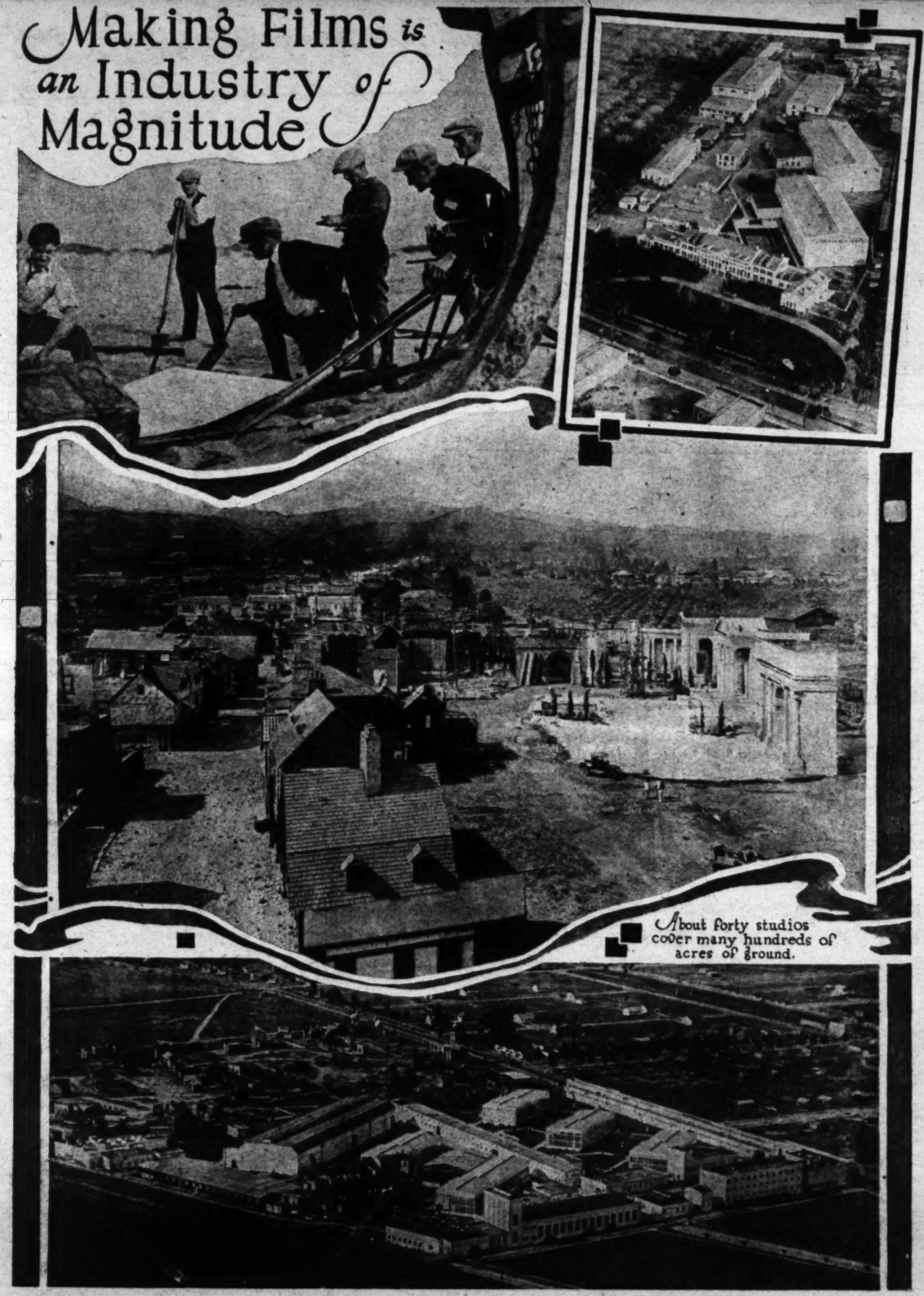
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No. ..... Street ..... City .....

Occupation .....

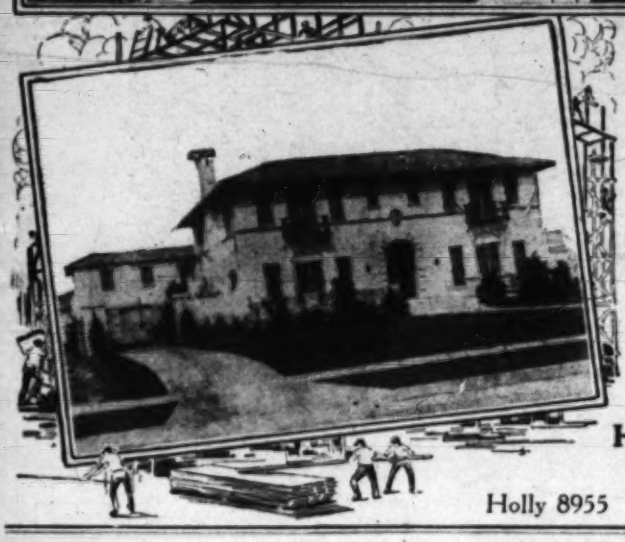
Date of Birth—Month ..... Day ..... Year .....

Making Films *is an* Industry *of* Magnitude



About forty studios cover many hundreds of acres of ground.





To merit our reputation for real dependability and to build a better home is our unqualified policy.

Our lot or your own—

"Belden Built"

Gives you unquestionably greater value.

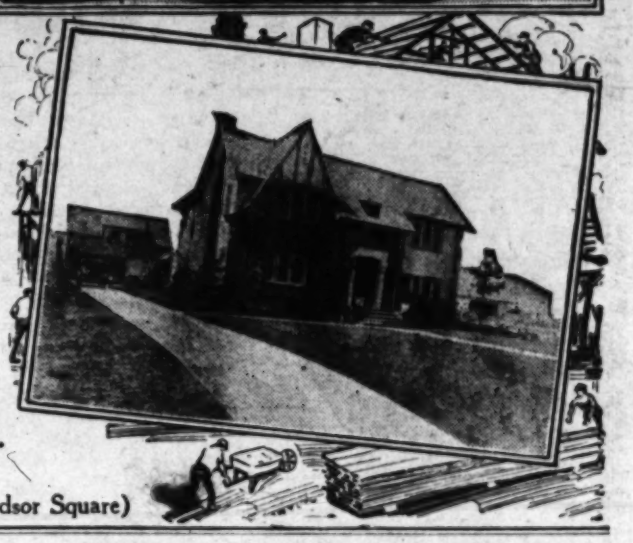
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CHARLES A. JONES NATIONAL DETECTIVE AGENCY

A business which has taken its place among the rapidly growing institutions of Los Angeles is the Charles A. Jones National Detective Agency.

Started January 25, 1922, this agency has rapidly forged to the front as a confidential avenue through which corporations, firms and individuals can secure information.

Charles A. Jones, the principal, was for twenty-one years in the Police Department of Los Angeles, for eighteen years a detective sergeant. For several years he was connected with the office of the District Attorney of Los Angeles County. Later he became Chief of Police of Los Angeles, retiring in January, 1922, to establish the detective agency he now heads.

Former Chief Jones is an active member of the International Association of Chiefs of Police of the World.

The manager of the agency, Harry B. Pierce, has been continuously engaged in investigations for twenty years, in a private capacity, and with the United States government in the Bureau of Investigation, Department of Justice, as Division Superintendent with headquarters at Philadelphia, and later at Los Angeles.

The Jones Agency is a member of the International Secret Service Association, composed of select, active investigating agencies throughout the United States, England, France, Canada, Australia, Italy and other countries. This association has restricted membership, and requires unquestioned character on the part of its members.

Maurice C. Jones, Superintendent of the Jones Agency, was formerly connected with the office of the District Attorney, Los Angeles County, as an investigator, and is well known thrpughout Los Angeles County for his ability.

The long connection of the officials of the Jones Detective Agency with the City and County Government of Los Angeles, and with the United States Government, lends to the agency that integrity and stability which assures its clients the highest standard of investigative ability, experience and accuracy.

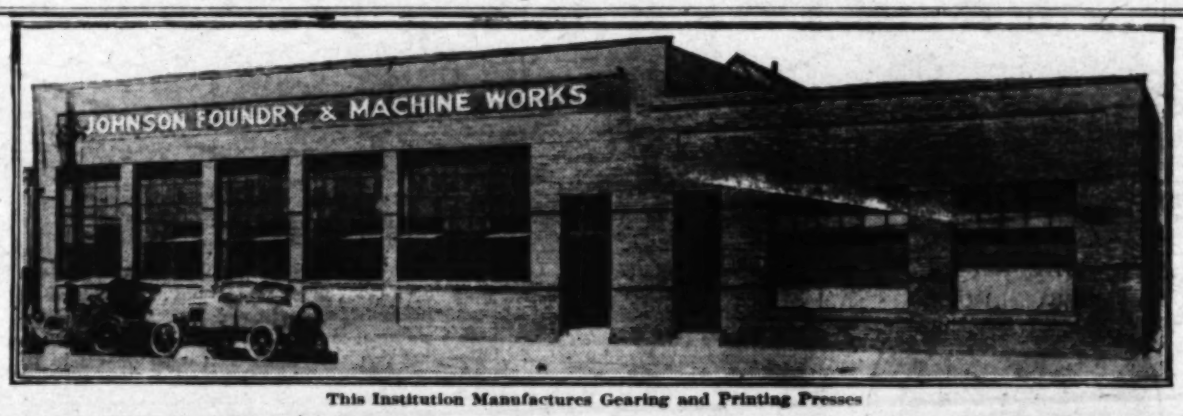
The agency has its headquarters in suite 571-576, I. W. Hellman Building. Telephone is Pico 219.

NICK HARRIS DETECTIVES

Fully equipped to handle all branches of legitimate detective work, this agency specializes in cases where finger prints, dictagraph work, shadowing by foot or automobile and the supplying of agents for testing the efficiency and honesty of employees in industrial investigations is figured. This agency further specializes in the handling of bad check cases and has been responsible for the observation and subsequent arrests of many of the most vicious criminals operating in Southern California. It has offices in Los Angeles, San Francisco, San Diego, Santa Ana, Long Beach and Pasadena.

The home offices are located on the top floor of the Pantages Building, Seventh and Hill streets, Los Angeles. Private Exchange, Pico 1232. Cable Address, "Har-[illegible]"

Johnson Foundry and Machine Works



This Institution Manufactures Gearing and Printing Presses

SPECIALIZING in high-grade machine work and manufacturing, the Johnson Foundry & Machine Works has been firmly established in Los Angeles for nearly a quarter of a century. As designers and builders of printing presses and gearing for general purposes, this institution has established an enviable reputation.

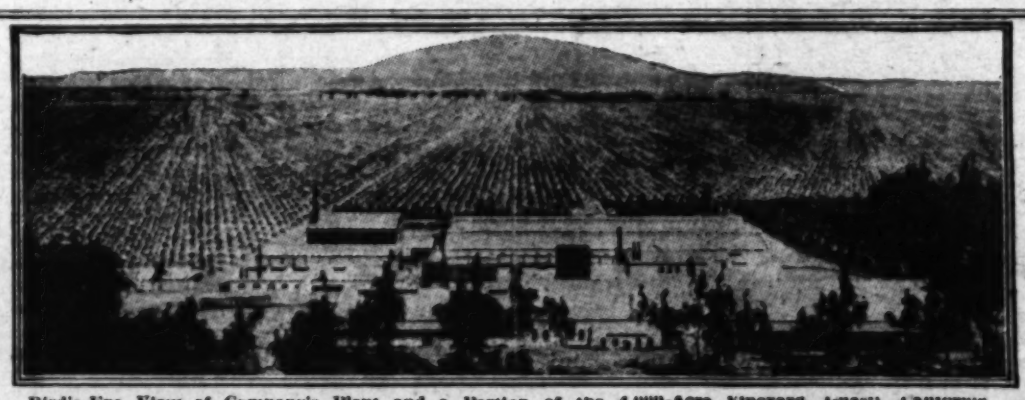
Successfully managed by Mr. George C. Johnson, its president, the plant has kept steady pace in enlargement with the growth of Los Angeles. The operating company is a close family corporation and is the outgrowth of the old Mann & Johnson machine shop which was established in 1888 in Los Angeles street between Fifth and Sixth streets. In 1903 Mr. Johnson bought Mr. Mann's interests and conducted the business under his own name until incorporation in 1905. The plant was removed to 1009-1013 North Main street in 1893. Last year it was found necessary to again increase space and the foundry was divorced from the machine shop and a holding company known as the Johnson Foundry Corporation was formed.

The foundry department continues in the old location and the machine shop department is installed in a handsome new building erected last year at Nos. 1115-1123 North Main street. The lot covers 125x100 feet and the present machine shop, which is equipped with the very latest machinery, affords 6000 square feet. Another building gives additional floor space of 1200 square feet and with the offices and yard space the entire machine shop has a total of 10,000 square feet.

Added improvements have been made in the foundry department at the old location, 1009-1013 North Main street, and the latter has 15,000 square feet of space, making a total for the entire plant of 25,000 square feet.

The ground space covered by the plants is owned by Mr. George C. Johnson.

ITALIAN VINEYARD COMPANY



Bird's-Eye View of Company's Plant and a Portion of the 4,000-Acre Vineyard, Guasti, California

FORTY-ONE MILES from Los Angeles, due east, as the crow flies, is located the largest vineyard in the United States, 5000 acres in area—at Guasti, San Bernardino county, California. Nestled as it is in the fertile Cucamonga Valley, years ago it was planted to the finest varieties of wine grapes. The vineyard adjoins and parallels the main line of the Southern Pacific railroad for a distance of six miles.

Every modern device for the production of pure sacramental and medicinal wines, champagnes and pure grape syrup is installed in the plant of the Italian Vineyard Company. Prior to enforced prohibition, wines of this company became famous, rivaling in popularity the best production of the Old World.

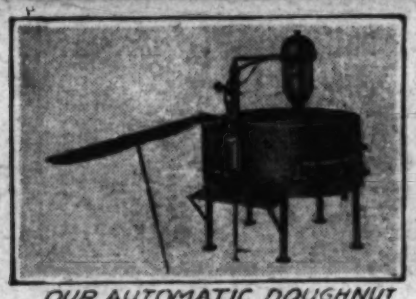
To facilitate the handling of the grapes the company operates its own narrow gauge railroad. During the vintage season, hundreds of helpers are employed. Grapes are picked when fully ripe. About a quarter of a mile from the wineries are the officers' quarters, and the residences of the workers which, with the school building which was erected and paid for by a bond issue, form a miniature city.

In former years the Italian Vineyard Company leased some twenty acres to the United States Government, where some five hundred different varieties of grape vines were planted for the purpose of ascertaining the varieties of grapes best adapted to certain kinds of soil and different methods of cultivation.

The company maintains branches in New York, Chicago and New Orleans. Visitors are cordially invited to the company's plant and vineyards, which are considered one of the show places of Southern California.

The Italian Vineyard Company maintains offices and salesrooms at 1234-1238 Palmetto street, Los Angeles. Secondo Guasti is president and general manager; Secondo Guasti, Jr., vice-president and assistant general manager, and J. A. Barlotti is secretary.


Palm
Lined Streets
Typical
of the
Southland



OUR AUTOMATIC DOUGHNUT MACHINE

The Bake-Rite Story "Once upon a time"



THE NEW TWO-DECK PASTRY OVEN

How well we all remember the old familiar starting of childhood fairy tales, and as the tale unfolded how we held our breath as we heard the tread of the pursuing Giant, with his seven-league boots. How our hearts bled for poor little Cinderella, left disconsolate by the fireside, until startled by the appearance of her fairy godmother, who by the wave of her magic wand, dowered Cinderella with beautiful dresses and jewels and took her, glittering and joyful, to the magnificent Ballroom, there to capture the heart of the Prince, and as the years go on apace, how soon we begin to realize that the Fairy Tales of yesterday become simple childhood stories when compared with the real tales of our present years.

Fact has beaten Fancy. We see the hand of a boy operating through the steel Genii, created by man's brain, handling weights which would have dumbfounded the legions of the builders of the Pyramids. Now submarines explore the depths as the vivid imaginings of Jules Verne made them do in fiction. Our trains, automobiles and airplanes make tame by comparison the feats of the seven-league Giant. The telephone brings to us, from points thousands of miles distant, the exact voice of relatives and friends. The airplane gives us control of the air, as well as of land and sea, and so on, ad infinitum. Everywhere a tale of marvelous progress, of wonderful accomplishments, of stupendous achievements, the dreams of yesterday come true today.



FERRY BLDG. BAKERY SAN FRANCISCO



A LITTLE SALESROOM IN GLENDALE, CAL.



A TYPICAL BAKE-RITE BAKERY MERCED CAL.

Bake-Rite

Bake-Rite

Bake-Rite

CAPITAL $10,000,000.00

CONSOLIDATED



TURNING OUT 12,000 DOUGHNUTS A DAY FRESNO, CAL.

Scarce four years ago The Bake-Rite dream was dreamed; The Bake-Rite Idea was born. It was an ambitious dream, dreamed by men without funds, but born of an imagination trained in the school of hard knocks and practical experience. The first Bake-Rite Bakery was installed at Oakland, California, in May, 1918, in the face of seemingly insurmountable obstacles, and from that simple beginning in a small store only 17 feet wide, the business has grown and developed until today the name "BAKE-RITE" is known in practically every city, village or hamlet throughout the United States, as well as in Canada, Australia, China, Japan, Honolulu and the British Isles.

From the beginning, the idea was to perfect machinery which would enable Bakers to produce the very highest grade of food products it was humanly possible to produce, and these machines have been developed until they are now conceded to be as near perfect as it is possible for machinery to be made.

On the Pacific Coast we have at the present time in operation some fifty of these Bake-Rite Bakeries, and the business has been enlarged and other machinery perfected which enables us to turn out in one small machine, known as the Bake-Rite Doughnut Machine, at least 1000 dozen doughnuts per day. This machine is considered to be a mechanical marvel, and almost human in its operation, for by its aid one girl can produce as many doughnuts as can be turned out by five high-class Bakers using the common hand methods.

Coincident with the development of the Bake-Rite Automatic Doughnut Machine came the perfection of Bake-Rite Blends—the result of years of experience and research. These Blends are produced by the scientific blending of the finest raw materials the market affords and any unskilled person can, by following out the simple instructions, produce the finest cakes, pies and sweet goods and confections it is possible to make, at a cost much below that of the usual methods, and housewives are fast learning that a vast saving of time is made by the use of these products, while eliminating the drudgery and uncertainty of home cake and pie making. These blends are protected by secret formulae, and by process patents now pending; but perhaps the greatest achievement of all is the amalgamation of all the various Bake-Rite interests, consisting of the Bake-Rite Oven Manufacturing Co. of Nevada, the Bake-Rite Oven Manufacturing Co. of Los Angeles, the Bake-Rite Food Products Co., The Bake-Rite Bakers and the fifty or more local Bakeries operating in California, all of which have been united into one Ten Million Dollar organization, known as the BAKE-RITE CONSOLIDATED, with district offices in San Francisco, Los Angeles and Portland, Ore.

This, briefly, is the Bake-Rite story, and tends to prove that "Great oaks from little acorns grow," and also that

"Nothing Succeeds Like Success."



A LOS ANGELES BAKE-RITE BAKERY



LOS ANGELES OFFICES WASHINGTON BLDG.



LIBERTY MARKET FRESNO CAL



SMALL UNIT BAKERY BERKELEY, CAL



SAN FRANCISCO OFFICES, FACTORY BAKERY & BLENDING PLANT



OUR FIRST BAKERY OAKLAND CAL

Bake-Rite

CONSOLIDATED

Bake-Rite

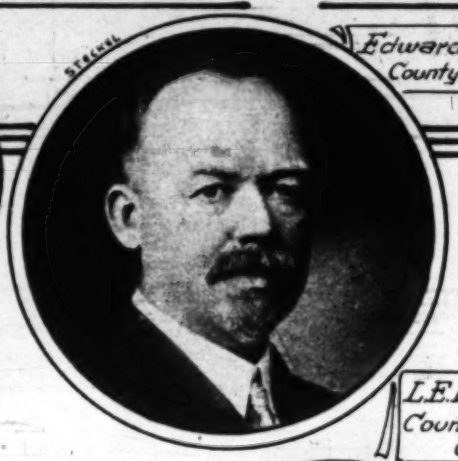
Bake-Rite


FORTY FIVE
MINUTES FROM
LOS ANGELES
Southland Beaches
are Gay and
Sparkling.

The Bake-Rite Story
Bake-Rite
Bake-Rite

PROMINENT PUBLIC OFFICIALS


H.J. Ryan
County Horticultural Commissioner


Edward W. Hopkins
County Assessor


L.E. Lampton -
County Clerk L.A. County


William Mulholland
Chief Engineer - Dept. of Public Service


W.J. Sanborn
City Council


Robert S. Sparks
City Council

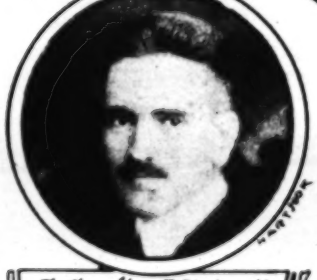

Fred C. Langdon
City Council


W.D. McConnell
City Prosecutor


Dr. E. Gillman -
Goodrich
Chief Surgeon
Receiving Hospital


William F. Traeger Sheriff.


Norman R. Martin
Supt. of Charities
Supt. of County Hospital


G. Gordon Whitnall
Sect. Consultant City Planning Commission


Jess Stephens
City Attorney


H.Z. Osborne Jr. Chief Engineer Board of Public Utilities


R.J. Scott Chief of The Fire Dept.


R.F. Del Valle, Pres.
Board of Public Service Commissioners City of L.A.


R.W. Stewart
Chief Deputy City Engineer


Edgar McKee Pres. of The Harbor Board


Chas H. Treat Pres
Board of Public Works




Hugh J. McGuire
Commissioner of Public Works


Charles M. Swinnerton Pres.
of Board of Examiners of Plumbers

R.C. Melvin Chief
Division of Weights + Measures


Charles M. Fuller Sealer of Weights and Measures

HAPPY *and* HEALTHFUL
are Days out of Doors



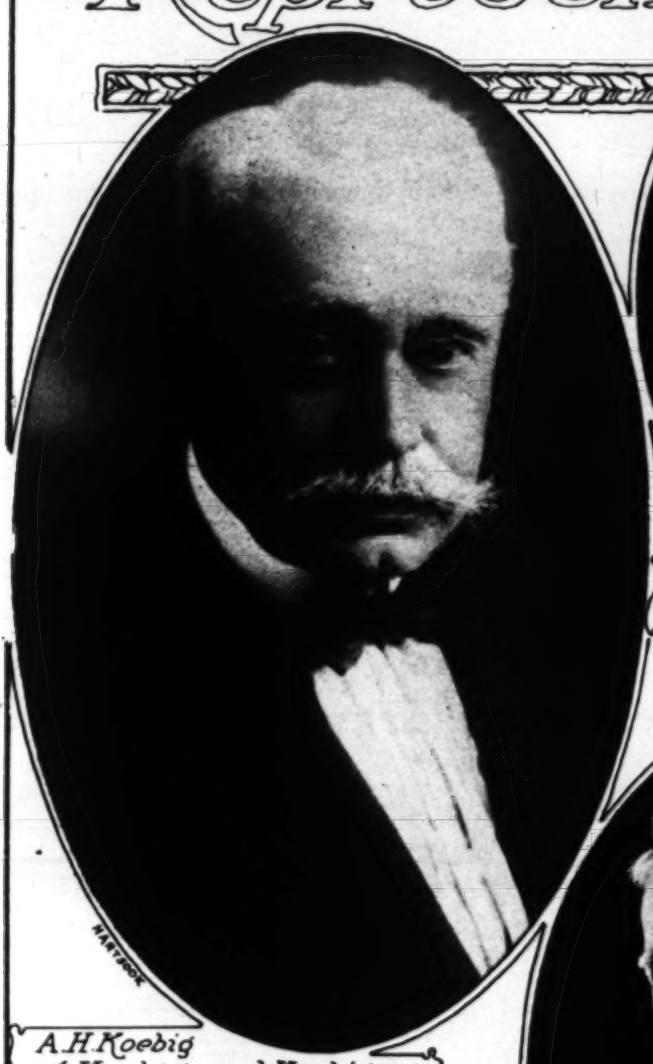
Hollywood Country Club

On the Golf links

Horseback riding over mountain trails

Los Angeles Country Club

Representative Men



A. H. Koebig
of Koebig and Koebig
Consulting Civil Engineers



Harry Grossman
Prominent Realtor



E. E. Easton
Oil and Mine Developer



Geo. F. Getty
Oil Producer



Walter G. Smith
V. Pres. E. M. Smith + Co.



E. M. Smith
Pres. + General
Manager E. M. Smith + Co.



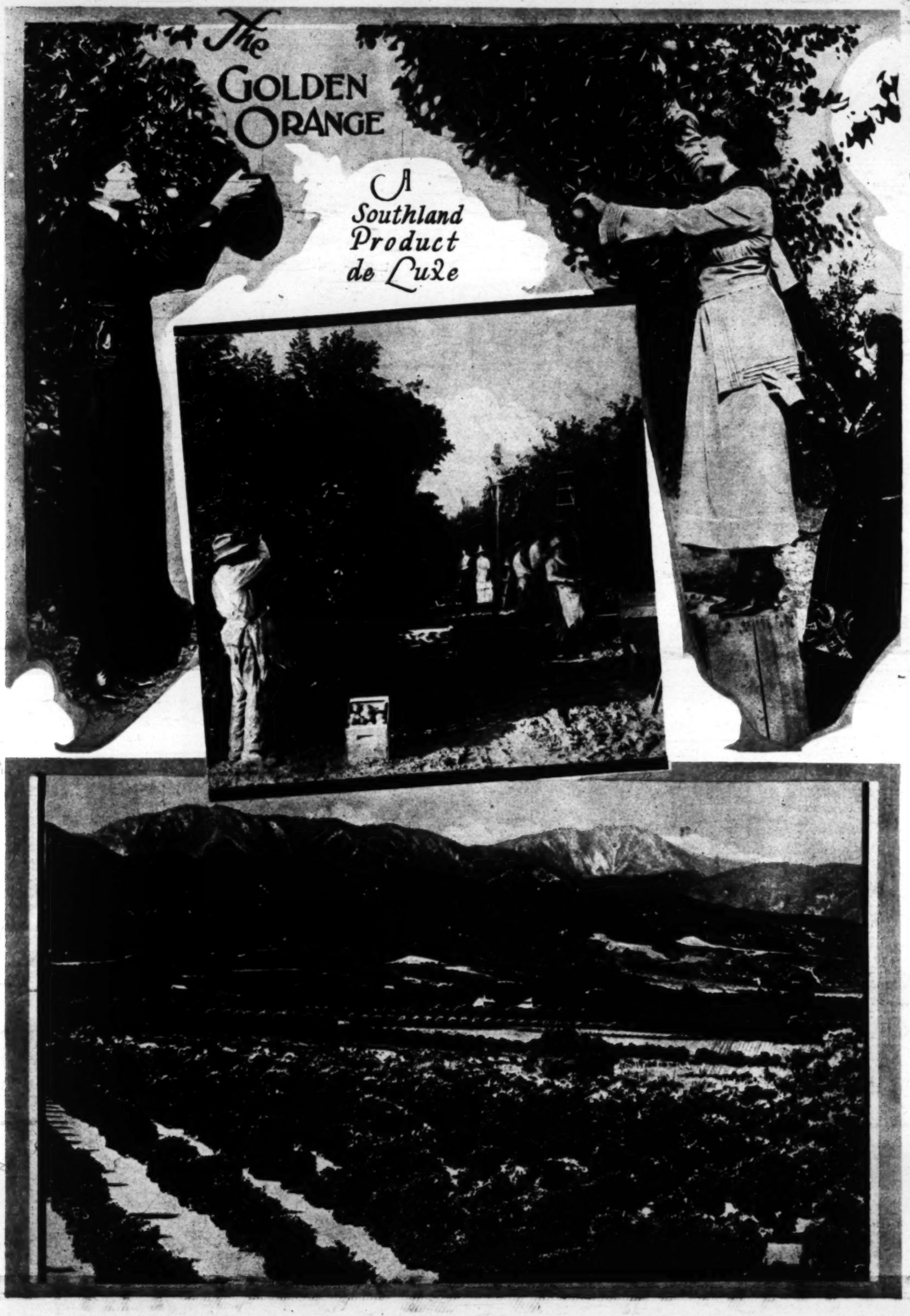
J. R. Brunning
Income Tax Counselor



A. L. Dechene
Public Accountant



Adrien Loeb
Pres. Adrien Loeb Co.


The
GOLDEN
ORANGE
A
Southland
Product
de Luxe

LONG BEACH

CITY OF RECREATION - RESIDENCE - COMMERCE - INDUSTRY



Throngs in surf at Long Beach. Winter or summer—the same.

Long Beach—City of skyscrapers. Backed by population of 80,000

View of small section of Pike—Long Beach, with palatial Hotel Virginia in background.

Section of Amusement Zone, Beach and Municipal Pleasure Pier, Long Beach.

LONG BEACH in Southern California was an oceanside resort town of sojourn for tourists; then it became a city of homes; then a metropolitan center of commerce and industry. Now Long Beach is all these and immeasurably more; Long Beach oil field is the greatest oil field in California, with its potential production only hinted in developments to date.

Geography, topography and climate made Long Beach a mecca for tourists. Twenty miles south of Los Angeles, the city is built back from five miles of the finest beach on the Pacific. Here the coast line runs east and west and the city faces the sun and the sea to the south. The result is found in balmy zephyrs in winter time and the twang of cooling salt breezes in summer time, with shelter always from raw western winds intercepted by Palos Verdes hills west of the city. Here the average temperature is 65 degrees through the summer and 55 in winter, with surf bathing ideal the year round. Amusements for tourists and residents are provided on The Pike, the seaside zone of frolic, with deep sea and pier fishing, miles of boulevards for motoring, country club and municipal golf links. Accommodations are offered by scores of hotels and hundreds of fine apartment and flat edifices of modern type.

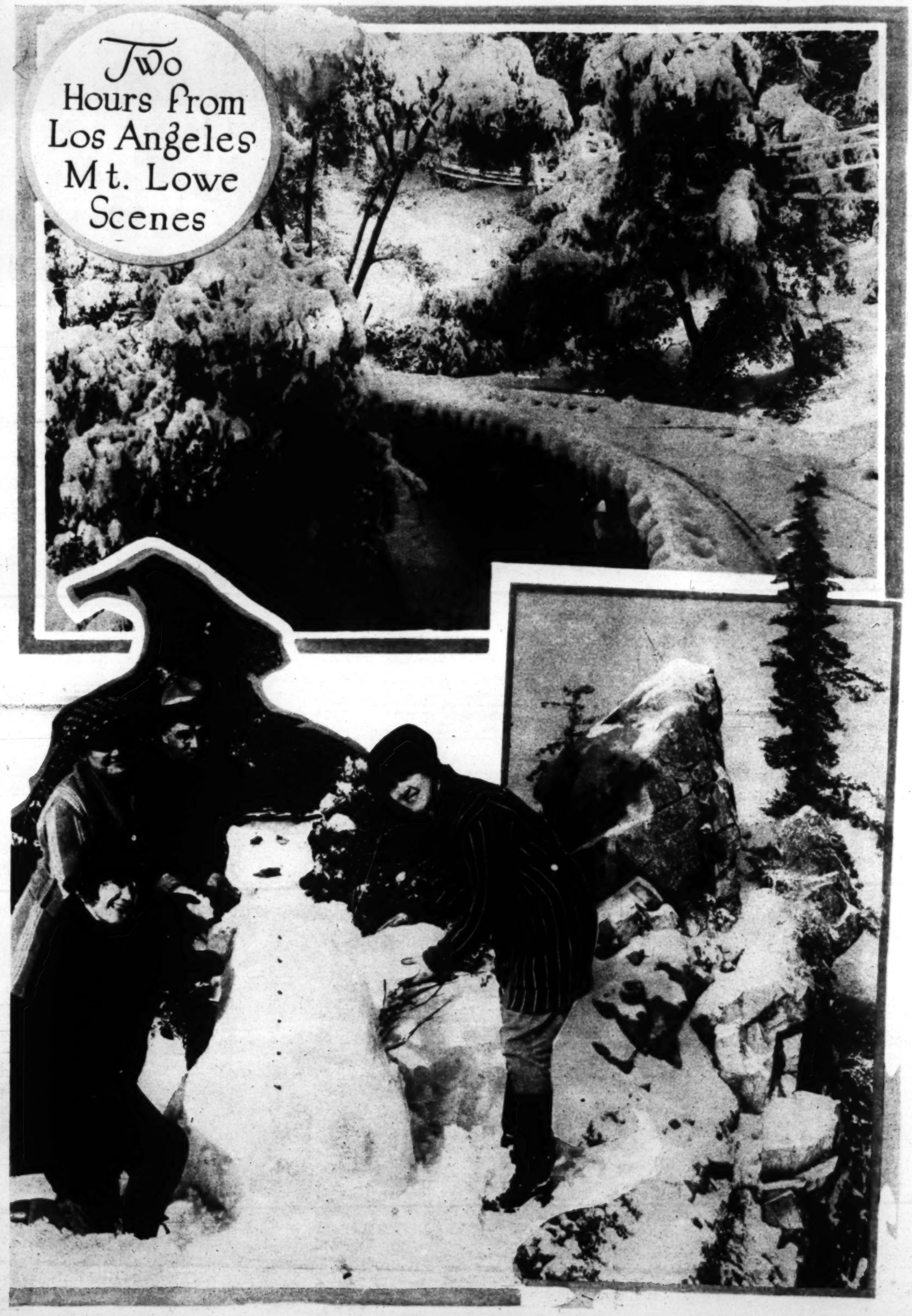
As a city of homes Long Beach had a population of 2252 in 1900, 17,809 in 1910 and 55,593 in 1920, by government census. Now the permanent resident population is 80,000, with an additional population of visitors averaging 25,000. The valuation of construction operations authorized by building permits has averaged more than a million dollars per month for more than two years and 75 per cent is for places of habitation, such as hotels, flats, apartments and private residences. Some of the finest mansions of the Southwest are built and building here. For the current school year there are enrolled 16,000 students and pupils in the high schools and the seventeen grammar schools of Long Beach.

Long Beach is a city of commerce and industry. Bank clearings were $181,746,171 in 1921; in 1910 they were $6,298,426. The assessed valuation now slightly exceeds $100,000,000; in 1911 it was $21,200,445. Bank deposits now are $35,000,000 as against $5,000,000 ten years ago. Postal receipts have grown from $65,000 to $280,000 in the last ten years. There are here nearly 200 industrial plants employing more than 5000 people at a payroll of $9,000,000 on an investment of $18,000,000.

Here rail and water meet. Transportation is provided by the Southern Pacific, Union Pacific and Pacific Electric railroads, extending to tidewater, and by numerous lines of motor busses from tributary territory. Long Beach harbor is part of the twin port of Los Angeles-Long Beach harbor, connected with San Pedro basin by inside passage, with plans maturing for extension of San Pedro breakwater eastward to a point east of Long Beach harbor's ocean entrance, forming an outer haven equal to the greatest in the world.

Signal Hill oil field at Long Beach has sprung up in a year. Present production exceeds 100,000 barrels per day. Oil royalties paid directly into the city treasury exceed $50,000 per month and with rapid and extensive increases assured it is not a wild venture to forecast the day when Long Beach will be a taxless city, owning interest in oil wells whose flow will pay all municipal expenses.

From the oil wells of Long Beach comes natural gas now at the rate of nearly one hundred million cubic feet per day. Experts declare that the minimum for two decades will be 25,000,000 feet daily. The total gas consumption in all Long Beach now is 8,000,000 feet daily. For manufacture and industry there is no more inviting field on earth.


Two
Hours from
Los Angeles
Mt. Lowe
Scenes

Representative Men



Walter V. Brem.



Dr. Albert Soiland
Pres. Radiological Society of North America.



Marco H. Hellman
V. Pres. Merchants National Bank.



R. I. Rogers
V. Pres. Merchants National Bank.



E. P. Clark
Capitalist



David Blankenhorn

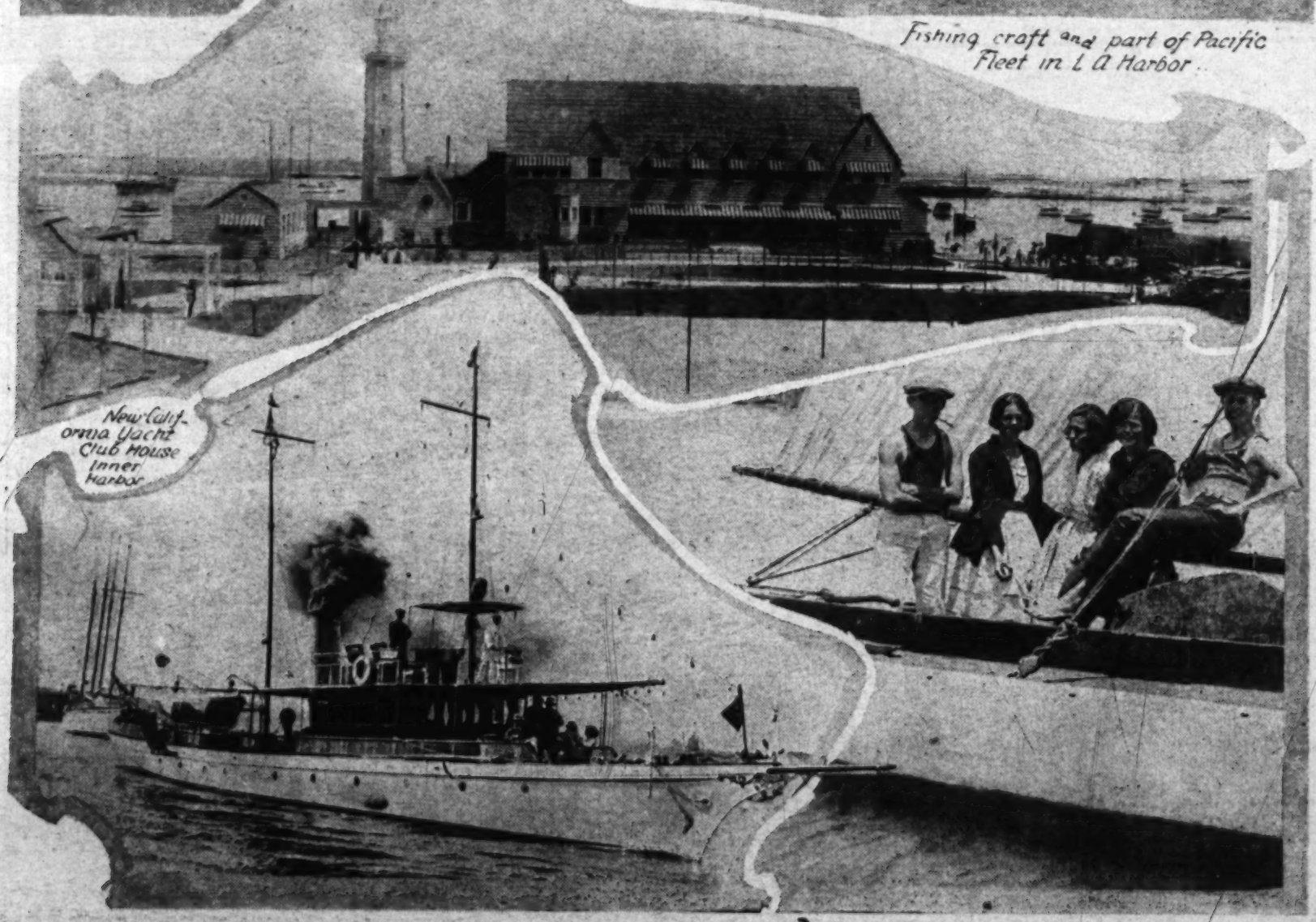


Seymour Swarts
Manager Great Western Smelting & Refining Co.

Los Angeles Harbor



Fishing craft and part of Pacific Fleet in L A Harbor.



JARED SIDNEY TORRANCE

CONSTRUCTIVE BUILDER FOR SOUTHWEST.

THE story of Southern California's phenomenal growth has been told around the world. Economists have pointed to its strategic location on the Pacific; sociologists have claimed much for the effect of climate on people—and ever and anon come new inventories of natural resources all by way of accounting for the rapid growth of Los Angeles and Southern California in population, wealth, industrial and commercial strength. It is true that Nature did her part, and did it well—countless years ago. But Nature's offerings had to be accepted and utilized by men peculiarly fitted to grasp the great opportunities offered, and to discharge the responsibilities that went with them. Among such men, the striking figure of the late Jared Sydney Torrance (1852-1921) stands preeminent.

Mr. Torrance was born in Gowanda, N. Y., August 3, 1852. He was graduated from Yale University in 1875 and came to Pasadena in 1887. In all his thirty-four years as a citizen of Southern California Mr. Torrance was closely and prominently connected with the development of this portion of the State and he has left on the community the indelible impress of a life of achievement.

Conspicuously Successful

A leader in Los Angeles Chamber of Commerce affairs and in the business and industrial life of the city generally, Mr. Torrance was regarded by his associates in the building of Los Angeles as an unfailing source of strength and a keen and resourceful captain of industry. It is a matter of history that many of the projects of early Los Angeles were daringly conceived, seeming at the time to be overambitious and too far in advance of the city's progress, yet it is these very projects, now completed, that give to the city its solid foundation. It was in such undertakings that Mr. Torrance's vision, courage and tenacity of purpose made him conspicuously successful.

The city of Torrance, the industrial center, owes its name and its existence to him. The most extensive transformation in the business section of Los Angeles was largely due to his influence and leadership. His grasp of conditions in the Southwest was accurate and comprehensive; his knowledge of the resources of the region was thorough. His undertakings were consequently built on solid foundations and were correspondingly successful.

Development of Southern California

For more than a quarter of a century Mr. Torrance was intimately connected with the development of Southern California, an interest that assumed such proportions as to compel his acceptance of either the presidency or an active membership on the directorate of more than one hundred corporations, including in part, educational, industrial, land, cattle, oil, electrical, transportation, building, banking in all of its phases, agricultural and real estate. Most of them are nationally known, particularly Union Oil of California, Edison Electric Company, Los Angeles Trust and Savings Bank, Ventura County Power Company, California Industrial Company, Montana Farming Company, California Dredging Company, United Steamship Company, Newton Oil Company and the Home Telephone Company of San Francisco.

Sympathetic and Clear-Visioned Interest

Civic development, however, meant more than commercial supremacy to Mr. Torrance. Throughout his extensive business career, he devoted a full share of sympathetic and clear-visioned interest to humanitarian and cultural movements. He served for years as president of the Southwestern Museum and was a director and generous supporter of the Barlow Sanatorium, LaVina Sanatorium, The McKinley Home and many others. In his will a provision was made for a library in his home town of Gowanda, New York; for a library and a hospital in Torrance, the town he founded; $100,000 was also bequeathed for the Torrance Hospital. The city of Torrance has willed 1300 shares constituting one-tenth interest in the Palomos Land and Cattle Company for the purpose of erecting a library building or for the purchase of books. After dividends from the stock reach $100,000, it is provided that a trust fund be created and the proceeds be divided equally among the Southwest Museum, the Barlow Sanatorium Association and the McKinley Industrial Home for Boys.

Graduated from Yale in 1875

Mr. Torrance was educated in the public schools and the Homer Academy, Homer, N. Y. He was graduated from Yale in 1875 with the degree of Ph.B. After reading law in Chicago for two years, he entered the lumber and milling business in Gowanda, N. Y. For many years he was a trustee of the New York State Orphan Asylum for Indian Children.

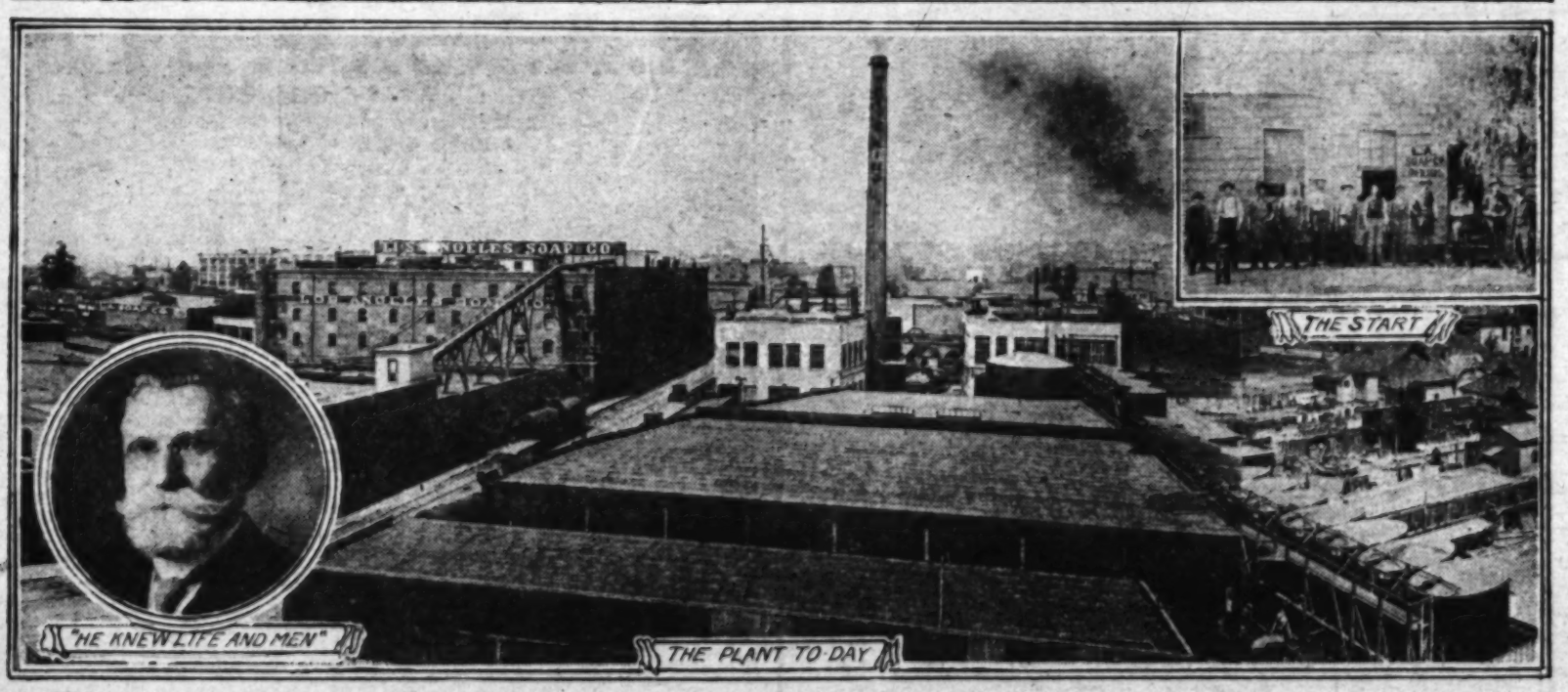
The life of Jared Sidney Torrance will always form an impressive and important chapter in the history of Southern California and it will be handed down through generations as an example of American enterprise and achievements. But it will be important for many reasons aside from its relation to the development of Southern California. It is above all an exemplification of the truism that ability plus desire when coupled with American resources and opportunity is always rewarded. Then, too, it illustrates in a striking way the diversity of a strenuous American life. First we find Mr. Torrance a graduate of Yale; then a student of law in Chicago for two years, next in the lumber business, and then serving as a trustee for The New York State Orphan Asylum. Undoubtedly, it was this early training that formed the basis of his meteoric career through the years next following, where he took a leading part in banking and financial circles generally. It is difficult to imagine a wider diversion of interest than between banking and ocean navigation. Yet Mr. Torrance was an official of the United Steamship Company early in his career. He was always associated with big things. When he undertook farming, it had to be on an extensive scale, as was demonstrated by the Montana Farming Company, of which he was a director.

At a dinner given by his intimate business associates, Mr. Torrance was once asked to say something regarding the achievement of success. His reply was—"Absolute fealty to the simple American virtues—honesty, steadfastness, decision, and alertness."

Surviving Mr. Torrance is the widow, who was Mrs. Helena Childs. He married Mrs. Childs in 1914.

His clubs were California (Los Angeles,) Annandale Country, Bolsa Chica Gun and Wakiva Gun (Pasadena.)

JOHN A. FORTHMANN - TYPICAL WESTERNER



ANOTHER pioneer of California has crossed over the Great Divide and joined the Grand Army of the Invisible.

John A. Forthmann, pioneer, merchant, manufacturer, after an illness of short duration in which he battled death with heroic fortitude and patience, at last gave up the struggle and bowed his head to the grim conqueror.

John A. Forthmann was a typical Westerner. While not a scholar after the type of the school men, he was educated in the best sense of that term. He knew life and men. He was a man of affairs. He knew how to bring a great industry in Los Angeles—the soap industry—to pass.

He combined rare business ability, tact and skill in managing men. He was a man of solid rather than brilliant attainments; of great force of character, sticking to what he undertook with the grip of a bulldog; a keen and piercing intellect that planned efforts with almost mathematical precision; of wide horizon and outlook on practical affairs; such a man, in a paragraph, was John A. Forthmann.

Mr. Forthmann was born in Holm, a suburb of Hamburg, Germany, during the year 1843. While the gold camps were still in their supremacy in California, young Forthmann arrived in San Francisco in 1857 at the age of 14. There he remained until 1872, having in the meantime engaged in various occupations, which through methodical conduct netted him sufficient capital to branch out in a creditable grocery business. That venture was made in the pueblo of Los Angeles, whither he had come from the Seven Hills by the Golden Gate. Two years later the enterprising groceryman, together with W. B. Bergin, established a soap factory on a small portion of the present factory holdings of the Los Angeles Soap Company. The soap business as taken over by these two men of vision was very small in 1874 but it had actually been established in 1860 a year previous to the outbreak of the Civil War. Thus, it comes to pass, the present splendid soap and by-products plant of the Los Angeles Soap Company, which was incorporated in 1897, and which today has assets around $2,000,000, can most truthfully be termed one of Southern California's pioneer industries.

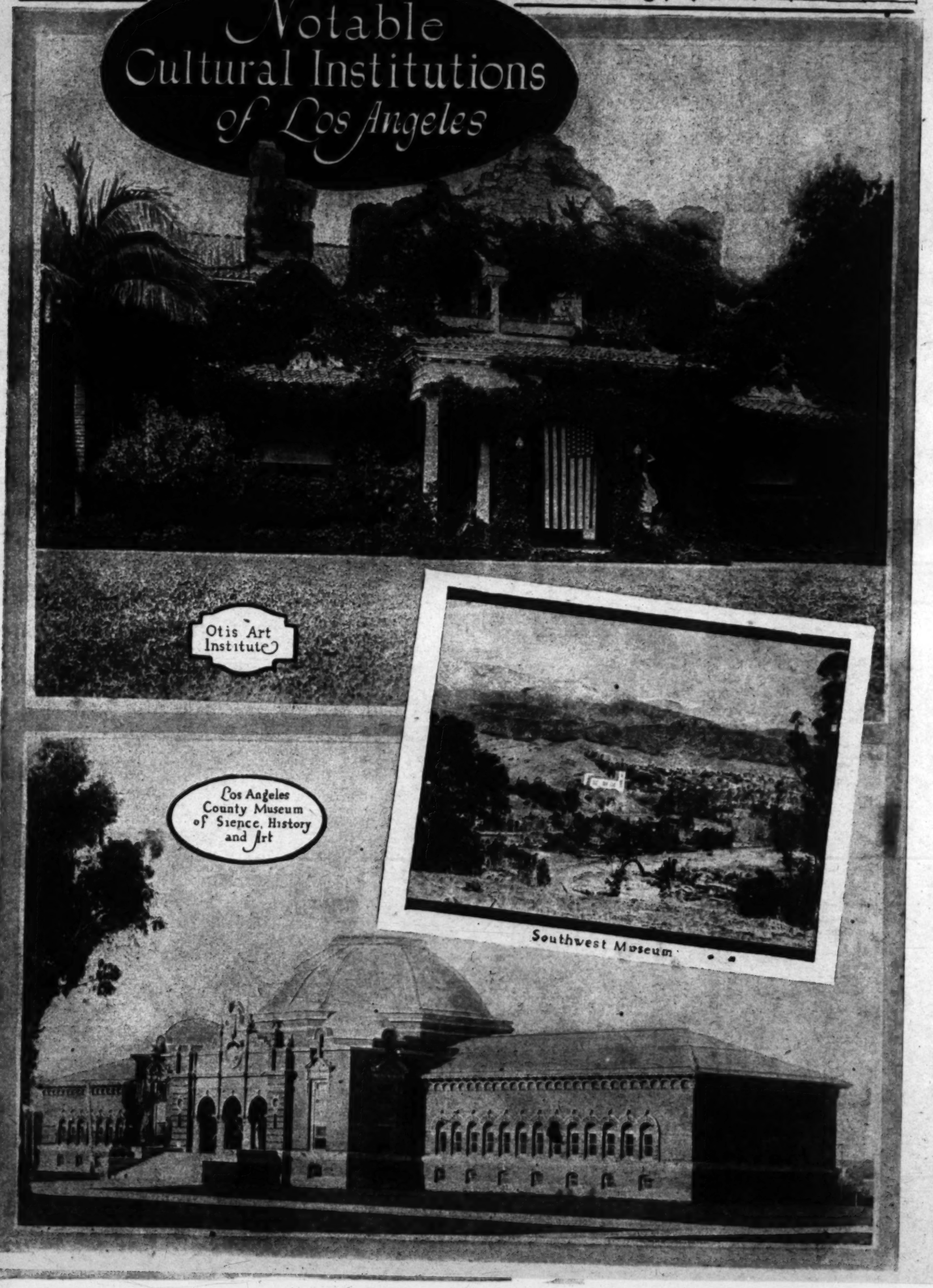
The soap industry began in 1874 by Messrs. Forthmann and Bergin continued as a pleasant partnership until incorporation, when the late John A. Forthmann became president of the institution.

The present plant covering seven acres of floor space furnishes employment to 250 people and the soap poundage manufactured monthly runs from two and one-half to three millions. The product includes White King, Mission Olive, Coco Almond and White King Washing Machine soap. In by-products the factory manufactures refine oil, cotton seed, cocoanut an soya-bean.

The present officers of the company are Mrs. John A. Forthmann, president; Charles A. Meyer, vice-president and treasurer; C. B. Bergin, vice-president and secretary; A. C. Brode, vice-president; F. H. Merrill, vice-president and general manager.

John A. Forthmann was built on a large plan. He was broad in his views, wide in his charities, a firm and true friend, a loving husband and father, a kind neighbor, a useful citizen. He was a member of the Knights of Columbus, the Los Angeles Chamber of Commerce and the Merchants' and Manufacturers' Association. Among other things he was a director in the Metropolitan Loan Association and a vice-president of the Sampson Tire and Rubber Company. The widow, one son, John A. Jr., and two daughters, Miss Anna M., and Mrs. Charles A. Meyer were present, when, on April 13, 1922, there came "a peace out of pain, then, a light," and another beloved pioneer, aged 78 years, entered into rest at the family residence, 629 West Eighteenth street, Los Angeles.

Notable Cultural Institutions of Los Angeles



SIERRA LAGUNITAS COUNTRY CLUB



Airplane Perspective of Sierra Lagunitas 270 Acre Private Park

A UNIQUE and very attractive community is being established in a picturesque canyon in the Hollywood foothills. Inspired by the accessibility and scenic beauty of a canyon once selected by Harold Bell Wright for his home, the Sierra Lagunitas Country Club has planned and is building an out-of-doors paradise.

Many seekers of villa sites who have wanted to enjoy the wonderful out-of-door life of Southern California have realized that many close-in properties in the Hollywood foothills would be most desirable when developed, beautified, made accessible by good roads and served with water, gas, telephones and electricity. Not only has the Sierra Lagunitas Country Club planned to open up such a property in a practical manner, but the club has also contrived to incorporate in the plans of development many exclusive and original ideas.

A chain of lakes, waterfalls, and streams through naturally fern-bedecked canyons will enhance the beauty of the natural covering of holly, native shrubs, live oaks, sycamore trees and the varying carpet of wild flowers. Out-of-door amusements will abound. Swimming, hiking, horseback trails to Beverly Hills and the Hollywood Country Club, picnic grounds, barbecue pits and attractive terraces for dancing are being interspersed throughout the property. These and all community features of the club are owned by the members. Water from the Los Angeles Aqueduct will be served to every villa site in the entire park—for such the 270-acre estate will be called.

Each club member owns a villa site of from one-quarter to two acres on which he may erect his own private villa. Attractive terraces, patios, out-of-door fireplaces, a swimming pool, if desired, and many beautiful landscape features possible in such a location are included in the plans by Charles H. Kyson, the club architect. These are furnished free to club members for all private villas and only such architecture as is inspired by that of old Spain, France and Italy will be approved, although no minimum price limit is placed on improvements.

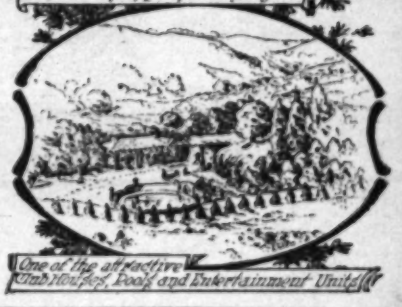
A great variety of situations, hill top, tree secluded or comfortably nestling against the foothills are opened up by five miles of good automobile roads, which places one twenty-five minutes from Hollywood, or forty-five minutes from the heart of Los Angeles.

This club is but a forerunner of many artistic and well-planned developments in the Hollywood foothill section and villa sites are now obtainable in the vicinity of this club in from one to ten-acre tracts at very reasonable prices. New automobile boulevards traversing the length of this beautiful chain of foothills from Laurel Canyon to Topanga Canyon, with cross-roads from Beverly to Van Nuys, are among the developments planned. The Hollywood Country Club, with its fine grass fairways and greens, is but a mile and a half from the Sierra Lagunitas Country Club. Restfulness, out-of-door life and accessibility is the club objective.

The headquarters of the Sierra Lagunitas Country Club is 6034 Hollywood Boulevard and all correspondence should be addressed to R. E. Whitley, president.



Harold Bell Wright Studio, Lake and Suspension Bridge



One of the attractive Club Houses, Pools and Entertainment Units



One Reason Why

Absolute satisfaction and complete confidence is realized by our clients is attributed to the distinctive Architecture combined with practicability of construction.

FEIL & VERGE

Architecture and Engineering

358 NEW HIGH STREET
LOS ANGELES

R. A. ROWAN & Co.

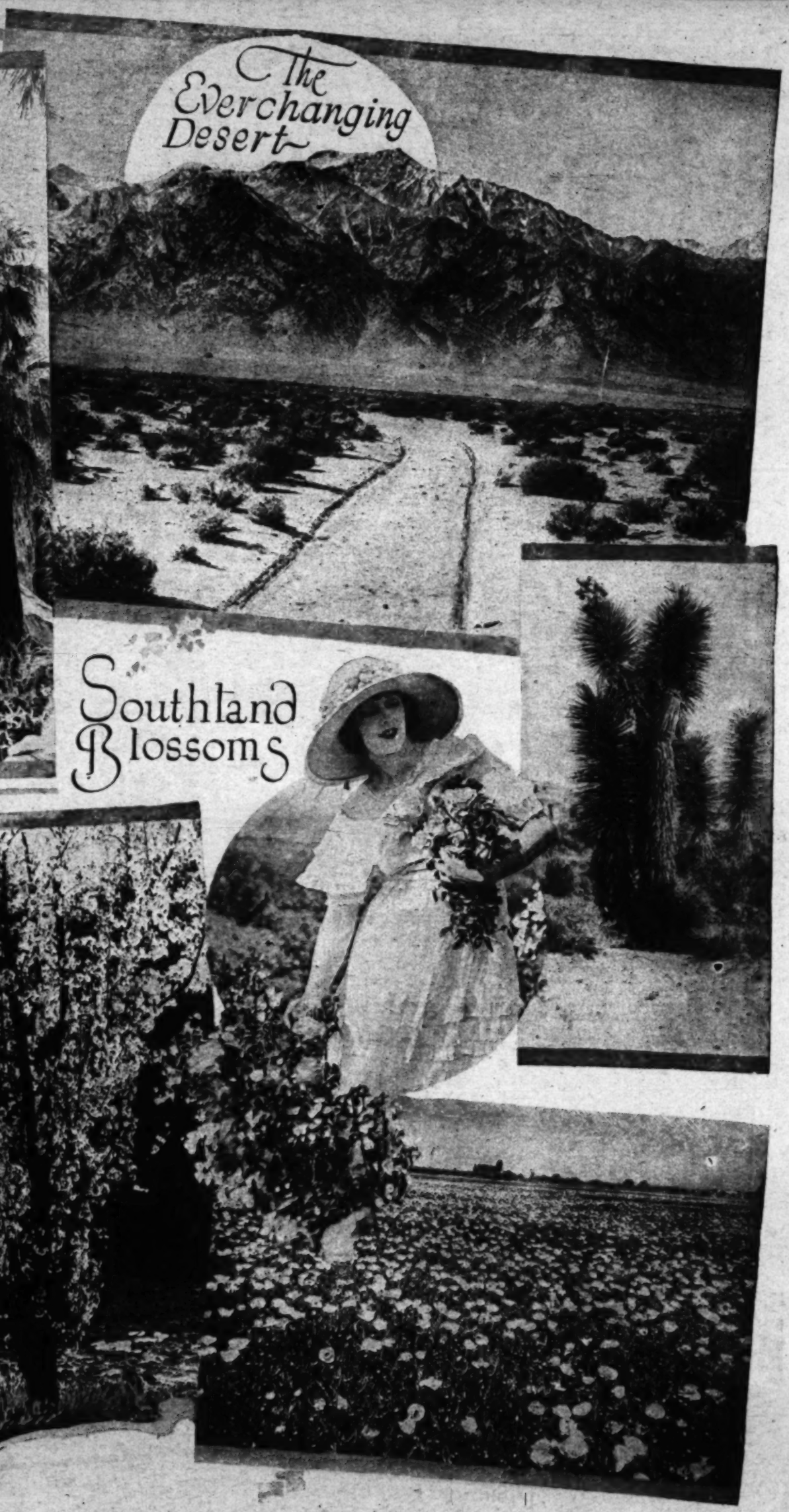
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Industrial Property	Collections
Residence Property	Leases
Surety Bonds	Loans

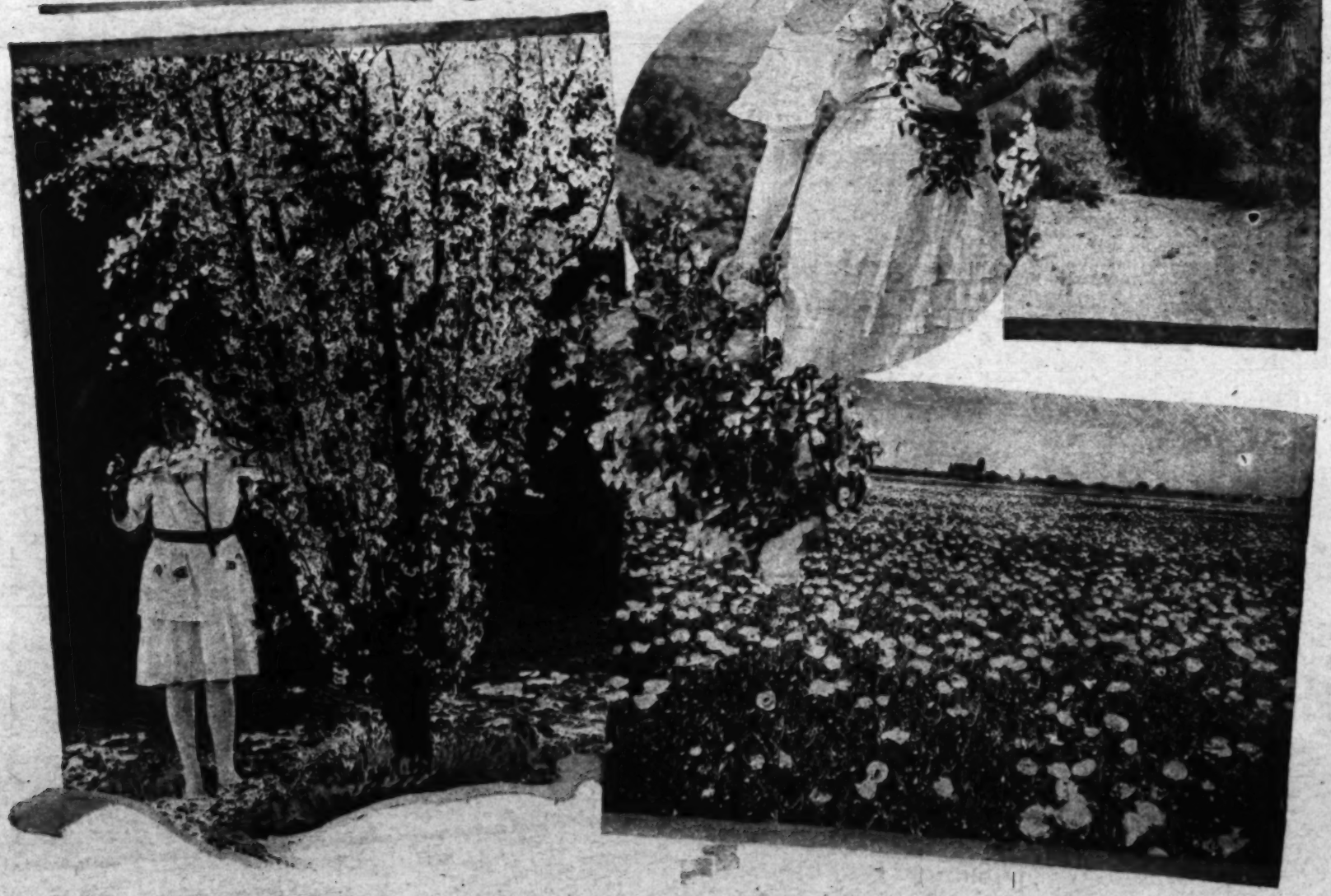
WINDSOR SQUARE

Insurance of All Kinds





Southland Blossoms

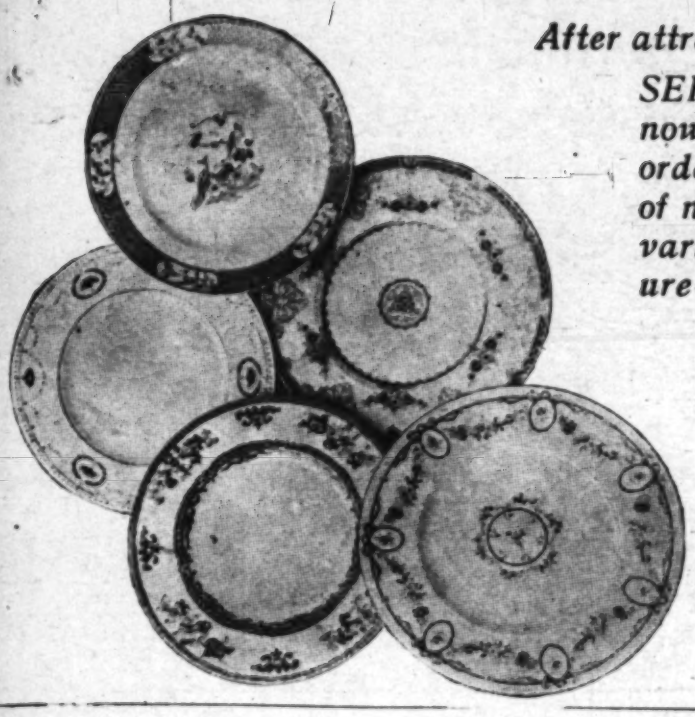


Ico 5450

Berry's Inc.

Wil. 1342

Seventh at Flower
and
Ambassador Hotel



After attractiveness and selling quality---

SERVICE is an important consideration now with the china merchant when placing orders. Our excellent and varied collections of new designs in English, French and Bavarian china and earthenware will measure up to every expectation. And our record for maintaining complete stocks will mean much to the discriminating purchaser. An early selection is urged.

The main object of The Central Japanese Association of Southern California is to promote better friendship and better understanding between Americans and Japanese, and Americanize the latter

This Association is carrying on an intensified campaign in Southern California, teaching American thought, customs, history, language and everything pertaining to good Americanism

THE CENTRAL JAPANESE ASSOCIATION
OF SOUTHERN CALIFORNIA
258 Jackson Street, Los Angeles, Cal.

Sunshine and Water Make Them Grow



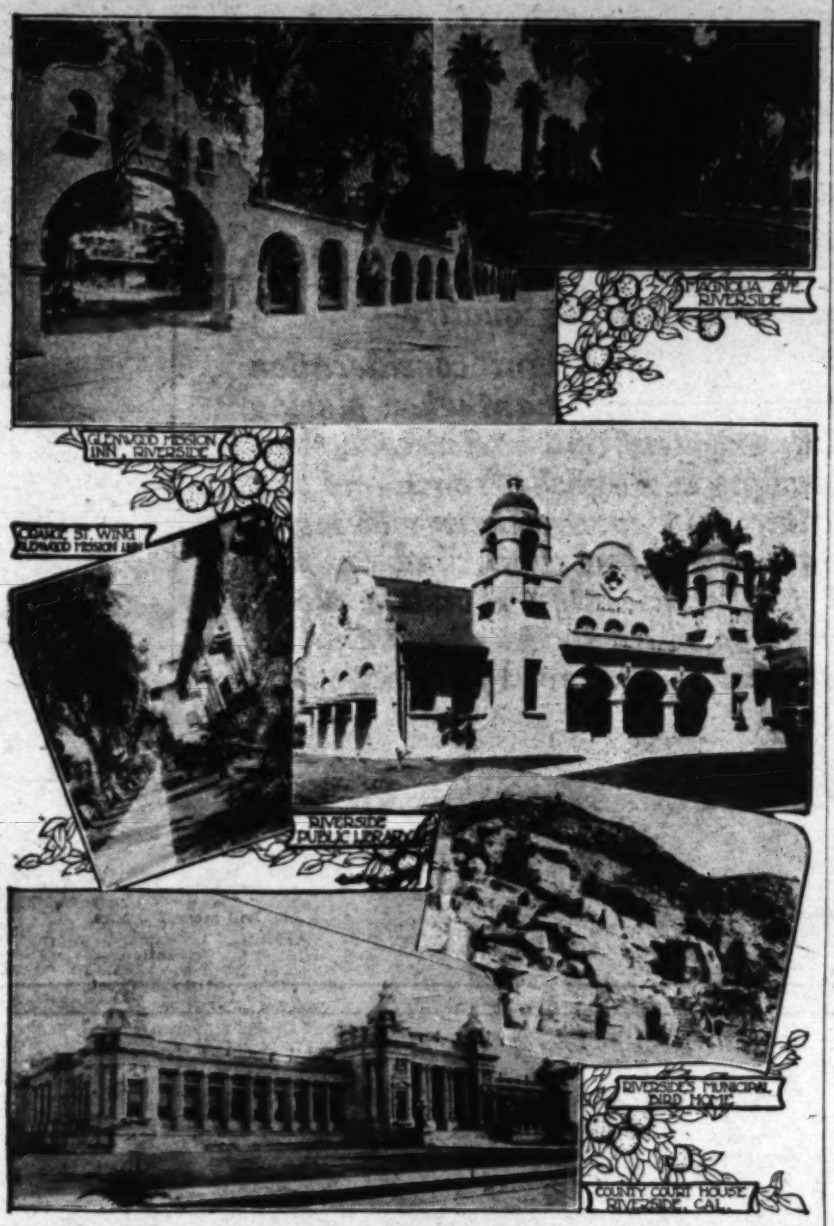
Drying Grapes...

In a Date Grove...

Picking Loquats ...

Drying Chili Peppers...

THE SPIRIT OF RIVERSIDE, CALIFORNIA



RIVERSIDE, with a population in excess of 20,000, is world-famous for its Glenwood Mission Inn, Mt. Rubidoux, Sherman Indian school, its splendid parks, churches, schools, beautiful streets, entrancing orange groves, attractive homes and wonderful residential possibilities. Certain it is Riverside is clean, healthful and progressive. "A Better City," is the way any Riverside resident will express it when telling of the many advantages Riverside offers as a place to reside in.

The spirit of Riverside is well expressed in its ideals. For instance, it is the county headquarters for the Boy Scouts of America, has Young Men's and Young Women's Christian Associations and a City Home League, giving aid to the less fortunate. It has its Charity Tree, the Red Cross and the Salvation Army. It provides a comfortable rest room serving the needs of women and children. Its theaters and societies bring to the city the good in music and dramatics. For two decades Riverside's Municipal Band has promoted appreciation of good music. Its morning and evening newspapers give efficiently the news of the day.

Easter Morning Sunrise services and Armistice Day ceremonies on Mt. Rubidoux attract visitors to Riverside from all parts of the United States. Perhaps the city's ideals are even more firmly impressed on the visitor in its architecture. Ever has this splendid California city striven to perpetuate the strong, simple lines of the old missions.

Riverside is the county seat of Riverside county, the first home in the United States of the Washington navel orange. Riverside county also is the largest almond-producing county in Southern California. There is an undeveloped mountain of fire clay available in Riverside county and already the county is the largest producer of high-grade pottery and tile clay in the Golden State.

Some of California's largest canneries for deciduous fruits and vegetables are scattered over Riverside county. The general offices of one of the largest power companies of the Pacific Southwest are in Riverside and the county abounds with irrigation systems.

Riverside county offers hundreds of sites for future homes to people who desire to retire and live in Southern California.

The city of Riverside is two hours by motor from Los Angeles, the various beaches and mountain resorts. Three paved highways connect it with the metropolis of the Southwest. Interurban electric and automobile stage service is also provided.

In maintaining the standards of American home-life, Riverside enjoys cheap municipal light and power, natural gas at low rates for all domestic purposes and municipal artesian water, cheap and pure.

The shopping and marketing facilities in Riverside are the equal of any city of similar size in California.

Being the county seat of Riverside county, Riverside serves a population of something like 50,000 in its immediate vicinity. Its co-operative marketing organizations have attracted nation-wide interest from producers of fruits and farm products. The city boasts a number of flourishing manufactories and has splendid advantages to offer industries appropriate for its location and class.

The Riverside Chamber of Commerce is prepared to answer any questions and connect prospective settlers, home builders or men of industry with the communities in which their inquiries may indicate they best belong. Descriptive literature can be had by addressing the secretary, Riverside Chamber of Commerce, Riverside, California.

SIXTH AT OLIVE

AMERICA'S BALLROOM BEAUTIFUL

CINDERELLA ROOF DANCING

Every Night [except Sunday]

Every Afternoon [except Monday]

PRIVATE INSTRUCTION ROOMS
EXPERT TEACHERS

Herb Wiedoeft's famous Orchestra





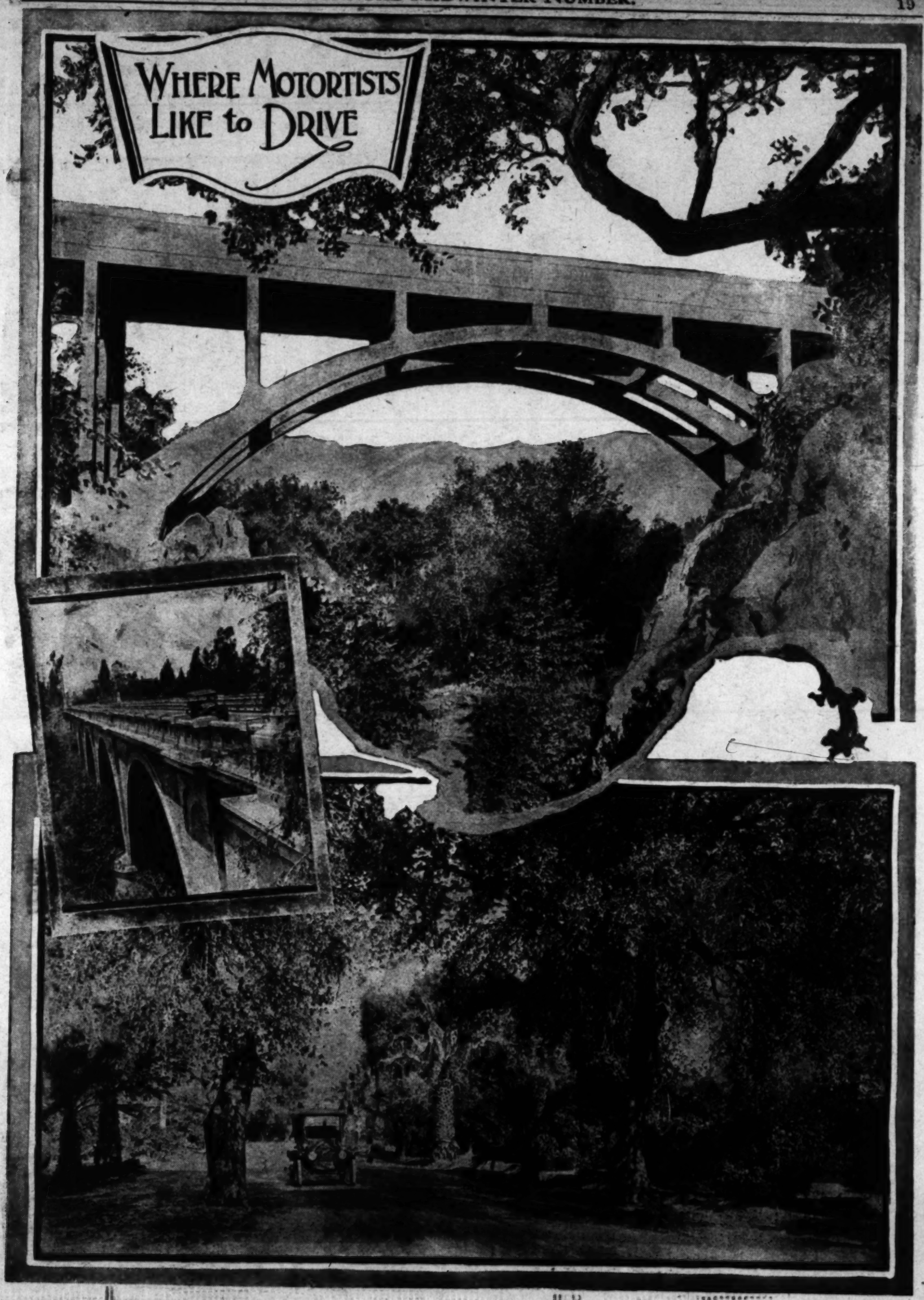
—in the heart of Los Angeles' amusement center.

—Cuisine Francaise supreme for variety and excellence.

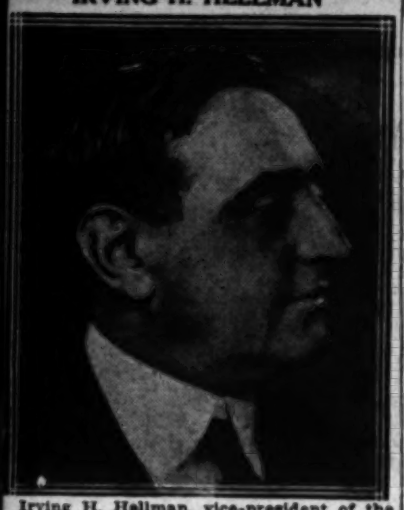
—celebrated New Marcell dance orchestra, distinctly unique.

—rendezvous of the Southland's distinguished celebrities.

BRANDSTATTER'S
MARCELL
CAFE
CUISINE FRANÇAISE
313 WEST EIGHTH STREET


WHERE MOTORTISTS
LIKE to DRIVE

IRVING H. HELLMAN



Irving H. Hellman, vice-president of the Hellman Commercial Trust and Savings Bank, has won a high place in the field of constructive banking in California. Mr. Hellman represents in the broadest sense the progressive spirit which dominates the State's financial activities. As a member of a family long identified with Californ nia's upbuilding, he has devoted his time and resources to the betterment of banking, manufacturing, agricultural and civic conditions, and has always been a liberal contributor to meritorious enterpris s concerned with the progress of Los Angeles and Southern California.

Aside from his active participation in the direction and management of commercial, industrial and land development enterprises which has contributed materially to California's phenomenal prosperity, Mr. Hellman has taken a deep interest in the development of the Los Angeles harbor. As a director of the Los Angeles Chamber of Commerce, he has followed closely the local port's progress and has had a leading part in those constructive moves which have given this harbor its commanding position on the Pacific Coast. Under the guidance of Mr. Hellman and his associates, the Hellman Bank in nine years has grown from an institution of approximately $6,000,000 in resources and 10,000 depositors to one of nearly $46,000,000 in resources and more than 119,000 depositors. He is a native of Los Angeles, a member of its leading clubs and fraternal organizations, and an ardent sportsman. His home is "Rosewall," at Beverly Hills.

KERN COUNTY WELCOMES HOMESEEKERS

Outstanding among the accomplishments of which California is justly proud is the phenomenal record of Kern County during the past decade in its industrial development and general community advancement.

Its record is equaled by few if any counties in the Pacific Coast tier of States. From farm, stock range, mine and oil field in 1921 more than $100,000,000 in natural wealth was produced.

The assessed property wealth for 1921-22 shows a total of $173,767,287, an increase of more than $80,000,000 in valuations in three years.

The population of the county is 70,000 and growing steadily, while 14,000 pupils attend the Kern county schools. Bakersfield is the county seat with a population of 25,000, and is a thriving business city.

Kern County, larger than the States of Connecticut, Rhode Island and Del. ware combined, is situated in the southern Joaquin Valley, and comprises an area of 5,164,000 acres, adjoining Los Angeles county on the north.

Paved highways connect the county with mountain and beach playgrounds by automobile in a few hours. Combining mountain air in highland with the semi-tropical warmth of the valleys, it is a year-around climate and crop county.

The soils of the valleys, largely silts and sandy loams, are fertile, easily worked, and lend themselves readily to stock growing, dairying, general farming, alfalfa, grain, hay, corn and other crops.

The second largest county in California, combining the three essentials of the farmer's paradise—soil, water, climate, Kern county is an inland empire within itself, and is smashing records for productiveness, progressiveness and increasing population at an astonishing rate.

The increase in population between 1890 and 1900 was 68 per cent, while the stride made between 1900 and 1910 was 129 per cent of population increase.

Statistics carefully compiled by the Kern County Board of Trade show the population to be still increasing at an extraordinary rate.

And yet there is still room for 200,000 more persons in Kern county, for, although the day when it was a county of magnificent distances has long since passed with the dotting of the lands by farmhouse and derrick, there are still fertile open spaces waiting the touch of the human hand and the kiss of the mountain stream to make them spring into life and produce wealth for their owners.

Beautiful booklets and accurate information are furnished homeseekers by the Kern County Chamber of Commerce, Bakersfield.

THE ANSONIA APARTMENT HOTEL



A Home of Sunshine and Flowers on the Banks of Beautiful Westlake Park

TAKING rank with the very best, the Ansonia Apartment Hotel is a modern palace, facing Westlake Park, one of Nature's gems, set in one of the most favored spots of Los Angeles. The building is gray tone, reinforced concrete construction, and as fireproof as though it were carved out of solid rock. The Ansonia is furnished for the perfect comfort and retirement of its guests. Each apartment is a private home. The tenants are healthy, refined people who have the means to pay for exclusive service. Ever since this hotel was opened there has been a waiting list of those who are satisfied only with the best.

The main entrance—2205 West Sixth street—is in the center of the structure, opening into a spacious and tiled patio, of the Roman type, with a splashing fountain on one side. By the walls are Roman benches, and great bay trees, half a century old, set in huge concrete vases.

The furniture in the lobby is hand-carved antique, with imported tapestry coverings. The walls are hand-painted forest motifs in French gray shades, on canvas. The ceiling is adorned with art glass paneling; the floor is of tile with ivory toned wainscoting.

To the right of the entrance is the ladies' reception parlor, an exquisite crea ion of Louis the XIV style. On the left hand side, extending towards the front, is the lounge salon, or music room, which may be converted into a spacious ballroom. In a corner of the salon is a special service room for refreshments. The billiard room, also on th main floor, is a delightful rendezvous.

The main stairway is unobtrusive, merely set in the wall, and overlaid with white marble. There are two elevators of the latest improved type.

Throughout the hotel the woodwork is of mahogany and ivory shade. The apartments are equipped with period furniture. In every instance the shade of the rugs and the curtains and drapes harmonize with the furniture. The suites have three, four and five rooms, all of which open onto a private hallway, which leads to a kitchen, where a private entrance is provided for the servants. The china, silverware and cut glass are of the best makes and were carefully designed and selected for the Ansonia.

In the basement is a large room set aside for baggage and extra trunks. Adjacent to the Ansonia is a perfectly equipped garage, which will store 200 cars.

The Ansonia investment represents $1,000,000. For information, reservations and literature, address A. A. Frambach, manager, 2205 West Sixth street.

Los Angeles Lumber Products Co.

Wholesale Lumber Dealers and Manufacturers of Wood Products

BOX shook, boxes and crates manufactured from Sitka Spruce—a specialty.

Special attention also given to the production of Red Cedar Lumber and Shingles of the highest quality.

Los Angeles Harbor, San Pedro, Cal.

The Los Angeles Steamship Co.

Maintains two de luxe steamship services:



1

Between San Francisco, Los Angeles and San Diego

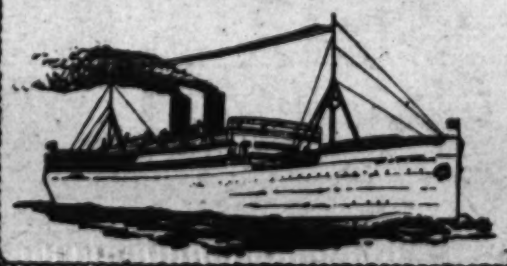
S.S. YALE
and
S.S. HARVARD

2

Between Los Angeles and Honolulu

This company operates two U. S. Shipping Board liners running every other Saturday direct from Los Angeles to Honolulu and known as

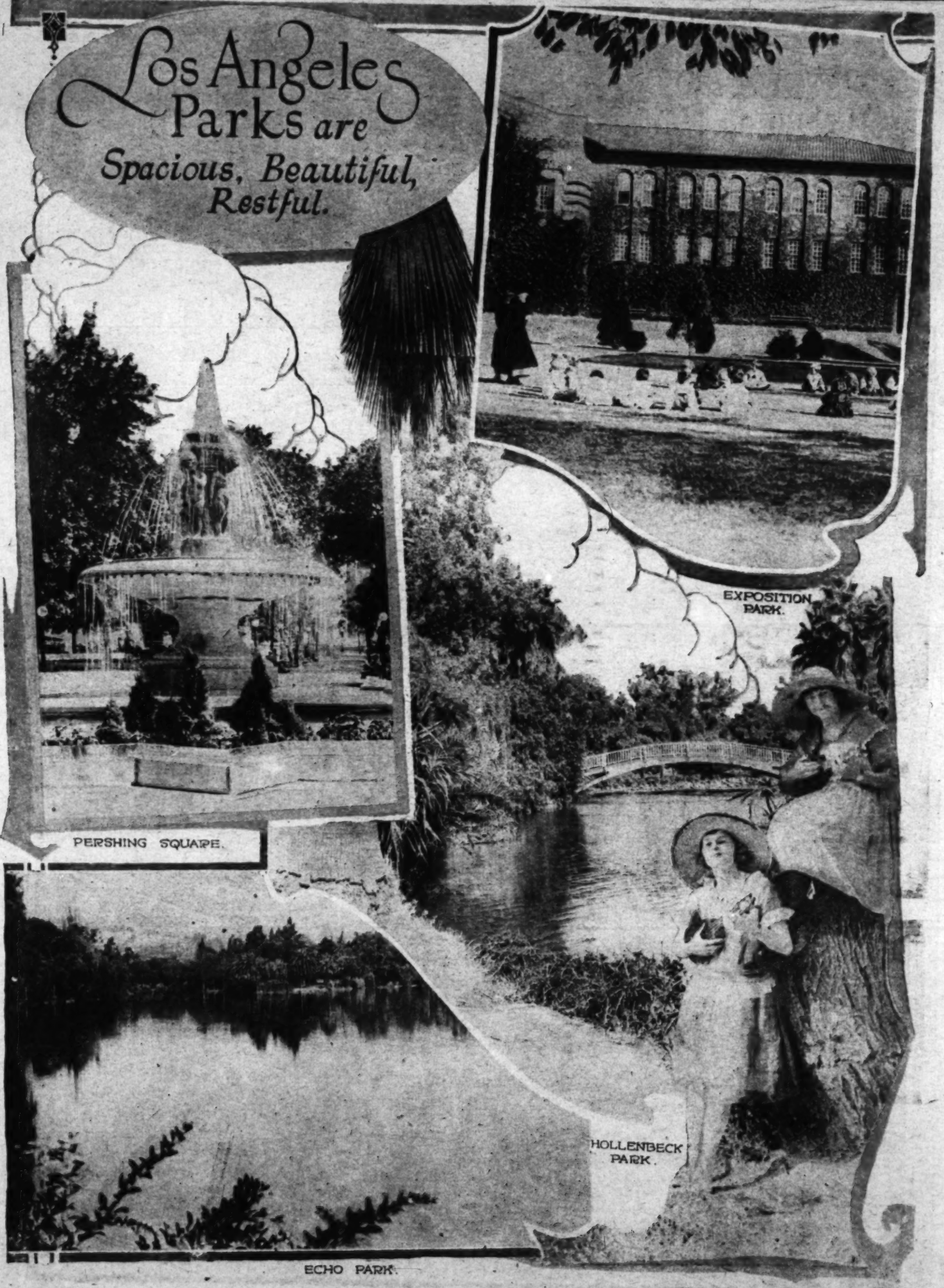
The Luxury Liners



For particulars address:

Los Angeles Steamship Co.
R. F. Cullen, D.P.A.,
517 S. Spring St.
Tel. 822-421
Los Angeles

Los Angeles Parks are Spacious, Beautiful, Restful.



PUBLIC OFFICIALS



Joseph C. Burke
United States Attorney



A. C. Sittel
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Ernest C. Moore, Director
Southern Branch -
University of Cal.



Edwin T. Keiser
State Real Estate
Commissioner



Rex B. Goodsell
Collector of Internal
Revenue



Dudley S. Valentine
Register U. S.
Land Office



Erwin P. Werner
Assistant State
Inheritance Tax Attorney



Ida V. Wells
Assistant State
Inheritance Tax Attorney



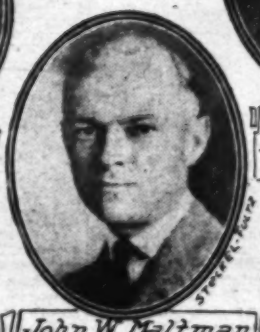
Karl R. Levy
Assistant State -
Inheritance Tax
Attorney



B. B. Smith
Receiver U. S.
Land Office



L. H. Schwabe
U. S. Collector
of Customs



John W. Maltman
Deputy State -
Attorney General

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Markwell and Company
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C. C. C. Talum
Realtor



E. A. Doran, Pres
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Investment Company



Ben White
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Albert Matthews
Manager Los Angeles
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J. Graham Hambly, of
Jas. Hambly & Son Coast
Representatives -
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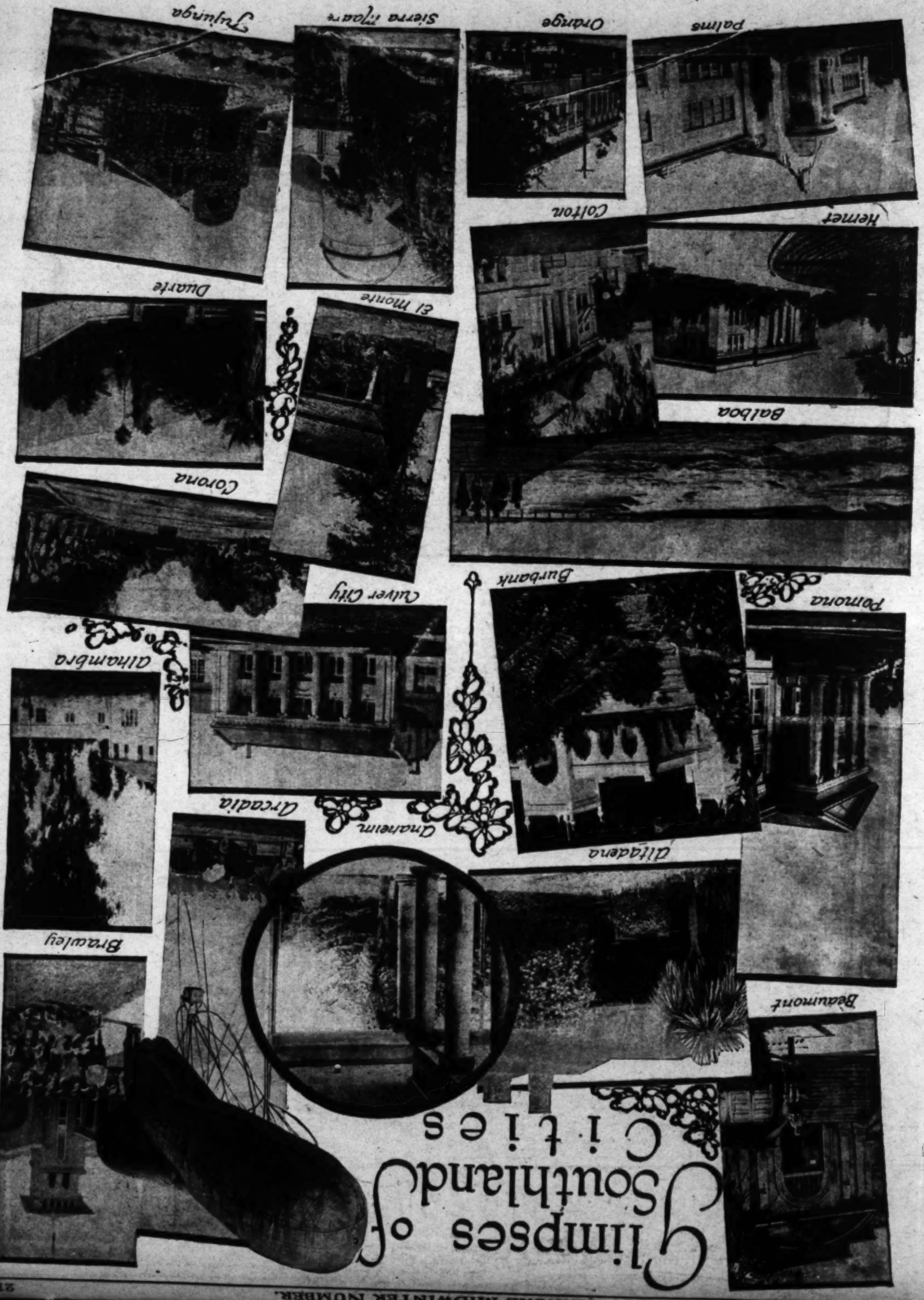
H. C. Jacobsmeyer
Motion Picture Titles



Milton Carlson
Handwriting Expert
Examiner and Photographer
of Questioned Documents



G. E. Hazard, Manager
Burroughs Adding Machine
Co. Los Angeles Branch


Glimpses of Southland Cities
Beaumont
Hemet
Palms
Orange
Sierra Madre
Tujunga
Alhambra
Oliver City
Burbank
Pomona
Alhadena
Anaheim
Arcadia
Brawley
Corona
Duarte
El Monte
Balboa
Cotton



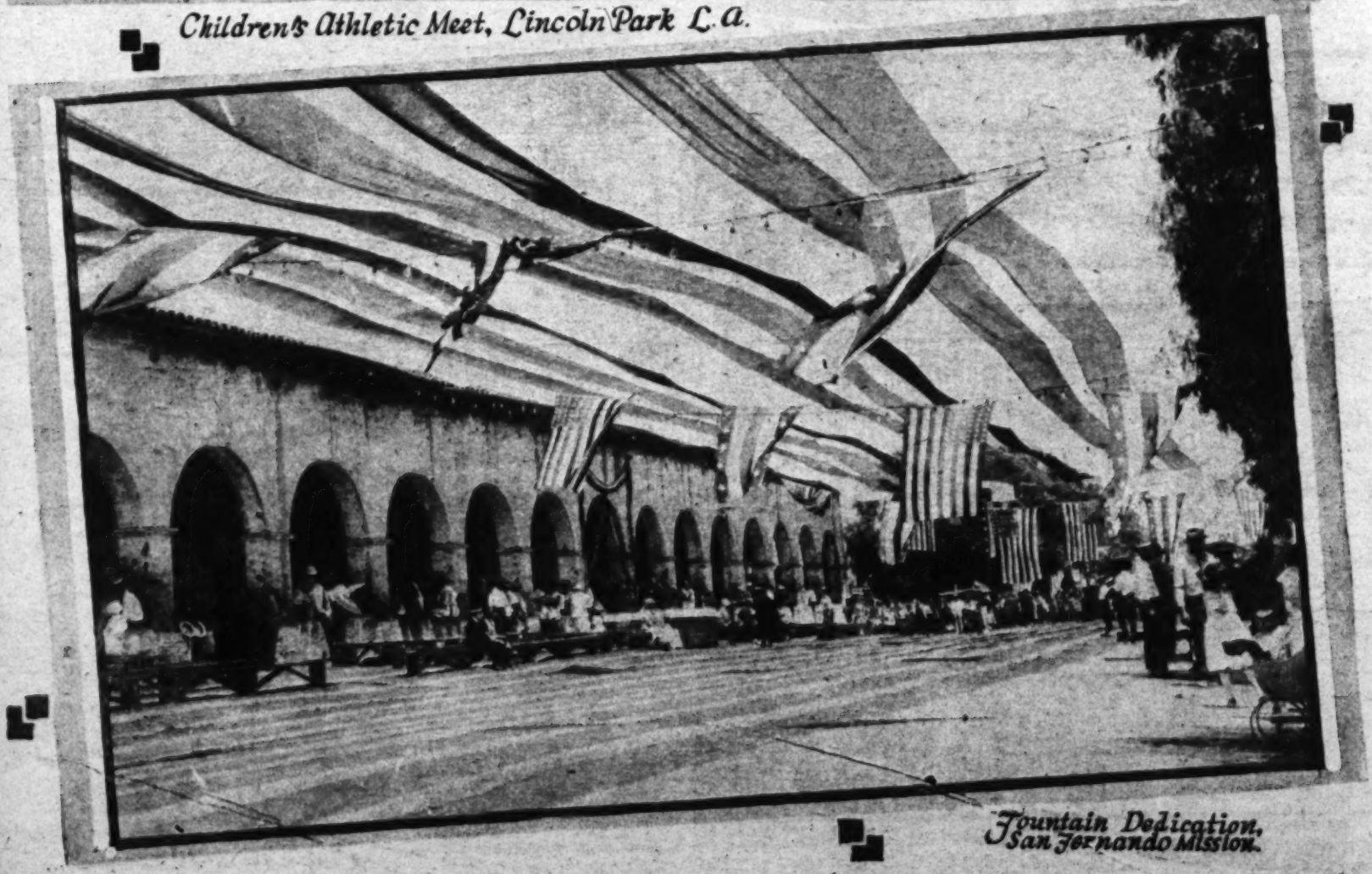
PUBLIC OFFICIALS

Two Mountain Resorts

Fiesta Days



Children's Athletic Meet, Lincoln Park L. a.



Fountain Dedication, San Fernando Mission.

Are You On The Road -

Advertisements—Business Announcements, Enterprises, Real Estate, Commerce.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature and responsibility for which are shown in the notices themselves.]

Western Auto Electric Company



Steady Growth Follows Policy

THE WESTERN AUTO ELECTRIC CO. was organized in February, 1912, by a small group of local men for the purpose of distributing the Willard Storage Battery. At that time the starting and lighting battery had not come into general use. T. A. Willard had brought out such a battery, but many people doubted that a small battery could be made which would produce enough power. It was not until after the following year that automobile manufacturers generally began offering cars with electric lighting and starting equipment. Willard Batteries soon took the lead and they have steadily maintained their place until today 195 manufacturers of motor cars specify Willard Batteries with Threaded Rubber Insulation as standard equipment.

The Western Auto Electric Company has shown a proportionate growth. Next month it celebrates its tenth anniversary, essentially under the same directorate. First, at Pico and Olive, then at Pico and Hope, and now at Sixteenth and Hope, including the twenty Neighborhood Service Stations throughout the city, the directors have steadily adhered to the policy laid down by them as founders—that of SERVICE.

C. T. Holcomb is Vice-President and Manager.

WILLIAM LIDDINGTON

Having reduced the paving business, through years of study, to an exact science, and having acquired the large standard equipment the paving business requires, William Liddington, with a force of from forty to fifty expert paving men under his control, has stepped into the foremost rank of paving contractors in the Pacific Coast region.

The paving contractor of today, if successful, must be a specialist in his line in every sense of the word, and Mr. Liddington, whose headquarters is at 420 East Sixtieth street, is all of that.

Widely known throughout Los Angeles and vicinity as a paving expert, he has perfected his knowledge of the business in every department.

Having been established in Los Angeles for more than fifteen years, much of the sidewalk and curbing work which has accompanied the city's expansion was done under Mr. Liddington's supervision.

The fact that Mr. Liddington employs from forty to fifty or sixty men on his staff indicates the wide scope of his operations and the extensive equipment he carries for any character of paving work.

Not only did Mr. Liddington carry out a street paving contract entailing an outlay of $50,000 for paving a street from Eagle Rock city limits to Colorado avenue, but he had charge of the sidewalk and curbing work in the Los Feliz Tract for the Janss Investment Company, at an outlay of $30,000.

In addition to handling the paving work at the intersection of Grand avenue and Fifth street, the surfacing of Seward street from Melrose to Santa Monica Boulevard was handled by Mr. Liddington.

At an outlay of $66,000, the paving of Norton avenue from Wilshire Boulevard to Pico street was carried out by Contractor Liddington.

With from ten to twenty teams going constantly in the big contracts he is handling at present, and with an organization and equipment to handle contracts of any magnitude or nature in the paving line, it is little wonder that Mr. Liddington occupies such a prominent position in the forefront of the business.

He is constantly adding to his equipment the most modern machinery, while he adds to his staff the best experts he can find. In addition to which he keeps in close touch with the latest advancement in the paving science, that he may apply the most modern treatment and knowledge to his ever-growing business. His telephone number is 293-672.

BIMINI BATHS

Operated under a permit of the California State Board of Health, which is one of the most particular branches functioning in the State's machinery, Bimini Baths is one of outstanding and alluring attractions of Los Angeles. Here you will find four large white tile plunges, supplied with clear, soft mineral water, which comes from a spring 1750 feet underground, at a temperature of 104 degrees Fahrenheit. There is also an elaborately arranged outdoor plunge. Bimini Springs is the official plunge of the Southern California branch of the University of California.

In one section of the building isolated from the plunges is the fully equipped medical department, which is under supervision of a physician. Here chronic and nervous disorders are treated. There is also a splendidly equipped Turkish bath department in connection with the institution.

Bimini Spring Water for table use is bottled only at the springs under perfect sanitary conditions.

The location of Bimini Baths is Third street and Vermont avenue. Any further information will be cheerfully furnished by Mr. J. J. Warrick, manager.

WREN & VAN ALEN, INC.

Representing the largest fire insurance companies in the world, and conducting a general insurance business in Los Angeles, the firm of Wren & Van Alen, Inc., is one of the oldest and best known exclusive insurance writers in Southern California.

Mr. Walter J. Wren was the founder of the present firm, and it is very interesting to note the wonderful growth of the business since its inception more than twenty-five years ago, when the only insurance written was fire. Mr. Wren acted as his own solicitor and writer of policies. Values being low in those days, it was unnecessary to employ added help, and certainly it would not have been profitable. However, keeping steady pace with changeable conditions and increased population in Los Angeles, it became necessary to broaden the scope of business handled and the various forms of insurance written.

For instance, today, besides fire, this firm writes earthquake, use and occupancy, rent insurance, sprinkler leakage, profit insurance, liability insurance, automobile, compensation, plate glass, burglary, marine, riot and civil commotion and surety bonds.

Among the companies represented by Wren & Van Alen, Inc., are noted the Home of New York, Hartford Fire Insurance Co., Royal, Saint Paul Fire and Marine, Union and Great American; also the Hartford Accident and Indemnity Co., the latter writing all forms of casualty insurance, compensation and surety bonds.

Numbered among the clients of this firm are many of the largest firms and corporations in Los Angeles. A large staff of experienced insurance experts is employed and one of the aims and the principal feature of the firm's continued success is its splendid service rendered.

Offices are maintained in Rooms 501-6 Security Building, situate corner of Fifth and Spring streets.

Wren & Van Alen, Inc., typify everything that goes to make the representative insurance institution in California today.

PIERCE BROS. & CO.

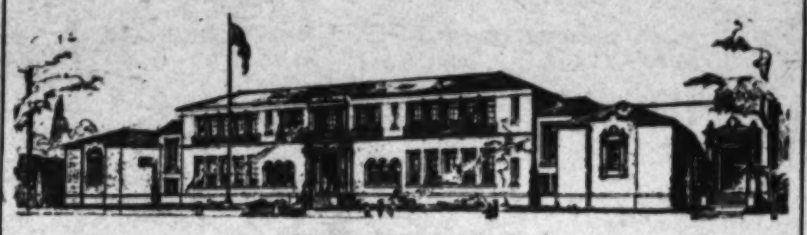
Archaeologists have made remarkable discoveries as to the importance of funeral customs among the ancients.

The faith and art of a by-gone age have been enshrined for centuries in tombs of Crete.

Ancient marbles in Athenian burial grounds show surpassing beauty and depth of feeling.

The modern mortician has kept abreast of the advancement in the art. His assistance is called for at a time requiring the finest quality of service and the highest sense of courtesy and consideration.

William H. Pierce, Fred E. Pierce, Frank I. Wheat and Charles C. Pierce, of the long established firm of Pierce Brothers & Co., represent a group of men entertaining the highest ideals of their calling, and of well-known enterprise and public spirit.



MOTT B. MARSTON, Architect

Selma Avenue School, Hollywood
One of Los Angeles City Schools Built by

R. H. WHINERY

Engineer and Contractor

Room 512 Grosse Bldg. Los Angeles, Cal.

Fairchild - Gilmore - Wilton Co.

CONTRACTORS

7%—Street Improvement Bonds—7%
Income Tax Exempt

Buy Direct From the Contractor

GEO. P. GRIFFITH, *President*
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GEO. P. GRIFFITH, JR., *Treasurer*
ARTHUR J. DAVIS, *Secretary*

502 Los Angeles Railway Bldg.,
1060 South Broadway,
Los Angeles, California.

Photographs of Distinction

Studios In All Principal Cities of California

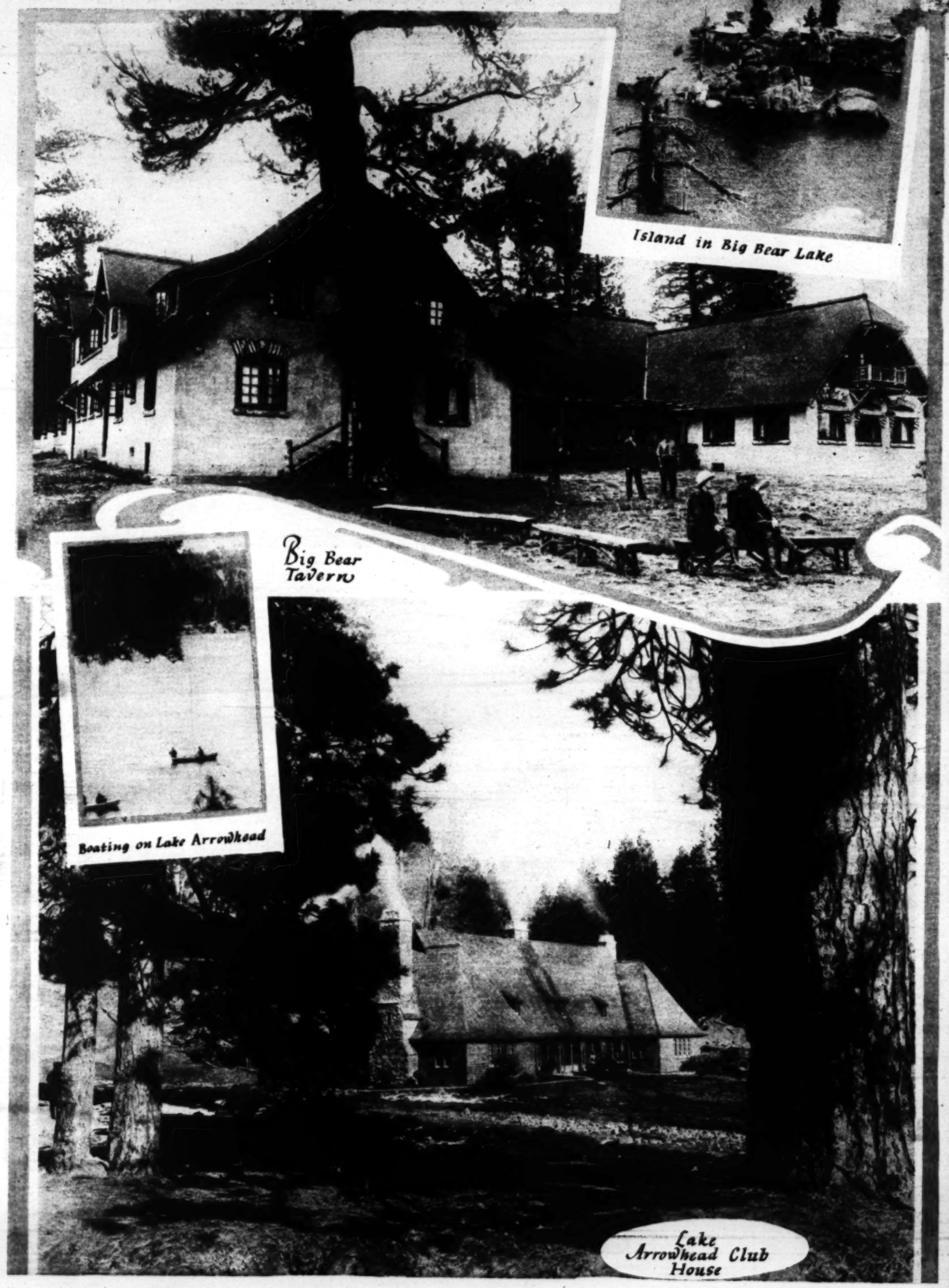
Hartsook Photographs

The latest scientific equipment together with trained experts makes it possible for us to produce portraits of rare quality.

Two Mountain Resorts on "Rim of the World"



Island in Big Bear Lake

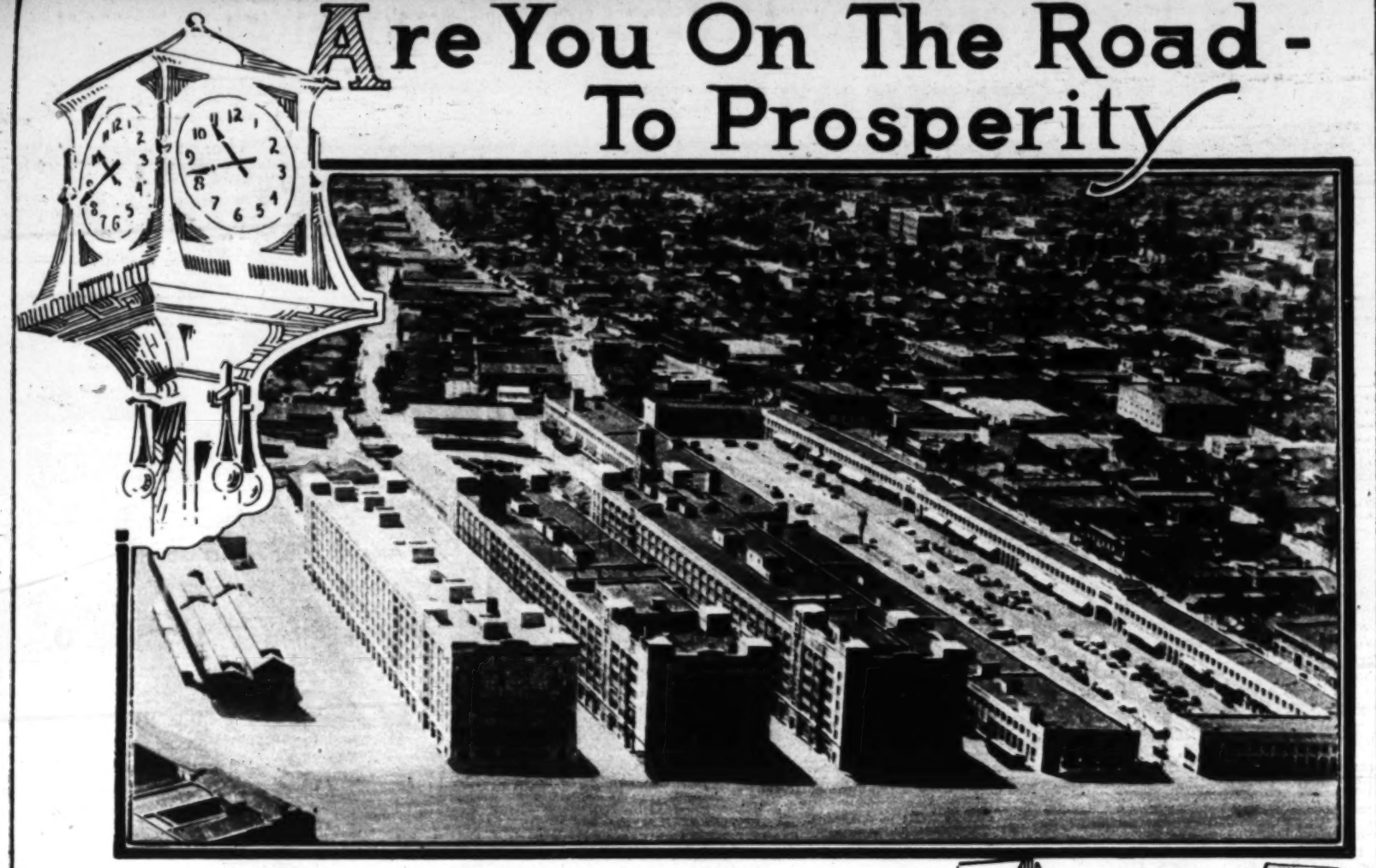


Big Bear Tavern

Boating on Lake Arrowhead

Lake Arrowhead Club House

Are You On The Road - To Prosperity



PUBLIC WAREHOUSING

THE rapid development, numerous advantages, the economy and the important position now occupied by the modern warehouse are recognized by only a small percentage of the shipping and merchandising public.

That many progressive firms have recognized the economy and numerous advantages afforded by a public warehouse is evidenced by the fact that the Union Terminal Warehouse is now operating in excess of 1,300,000 square feet of floor space in Los Angeles and at the Port of Los Angeles.

The buildings provided for this modern service are of the latest type reinforced steel and concrete construction. They are equipped with high speed electric elevators, automatic sprinkler system, automatic scales, electric conveyors and many other labor-saving devices.

By using a public warehouse you pay only for the space occupied and for the time used. The average storage rate being 1c per cubic foot and the average handling rate 1 1-4c per cubic foot.

The insurance saving in many cases will pay the storage charges. Our average insurance rate is 18c per $100.00 per year and in some cases as low as 9c per $100.00 per year.

Merchandise placed in storage and evidenced by a warehouse receipt is acceptable collateral at any bank and may be used to secure loans on a basis of from 50 to 80 per cent of the value of the merchandise, thus providing additional working capital.

Our traffic department will furnish rates, direct routing, report passings, prepare over, short and damage reports and prepare claims for filing.

On receipt of merchandise each lot is inspected, checked, stored and evidenced by a receiving report indicating the quantity, mark and condition and will be delivered only on the order of the proper parties.

In addition to our public warehouse service in Los Angeles and at the Port of Los Angeles, we consolidate merchandise for shipment, distribute pool cars, compress cotton to high density, lease space in lots of from 400 square feet to 15,000 square feet and rent offices for the accommodation of manufacturer's agents and factory representatives.

For economy and convenience you should investigate this modern service.

Please state commodity.



UNION TERMINAL WAREHOUSE COMPANY

LOS ANGELES, CAL.



THE WHOLESALE TERMINAL

THE business home of two hundred and fifty wholesale and industrial firms, who no longer are content with the "little shop on the back street." Firms, who realize that the road to prosperity starts with saving industrially as well as individually. These savings may be enumerated as economy and running expenses, overhead charges, interest on invested capital, depreciation, insurance premiums, live steam for manufacturing purposes, maintenance of plant and many other attractive features which save time—save worry—save expense.

There is prestige in being a tenant of The Wholesale Terminal. It identifies a concern as being modern in every sense, as being at the forefront of progress, of having a thriving, vigorous business which demands modern facilities for its best conduct and it further makes clear that its heads are men who see and grasp opportunities. The merchants who moved to The Wholesale Terminal are congratulating themselves and us. They have saved a great deal of money by it and made a great deal of money by it.

One of the outstanding advantages of The Wholesale Terminal is the fact that business expansion can be taken care of by additional space with the least possible inconvenience to the conduct of the business.

The Wholesale Terminal, only one-half mile from the down-town retail section, is the outstanding industrial community of the Western States. It is the outgrowth of practical business experience by men of big ideas. its fundamental purpose is service along modern lines.

We invite investigation of the facilities to be provided for business economy.

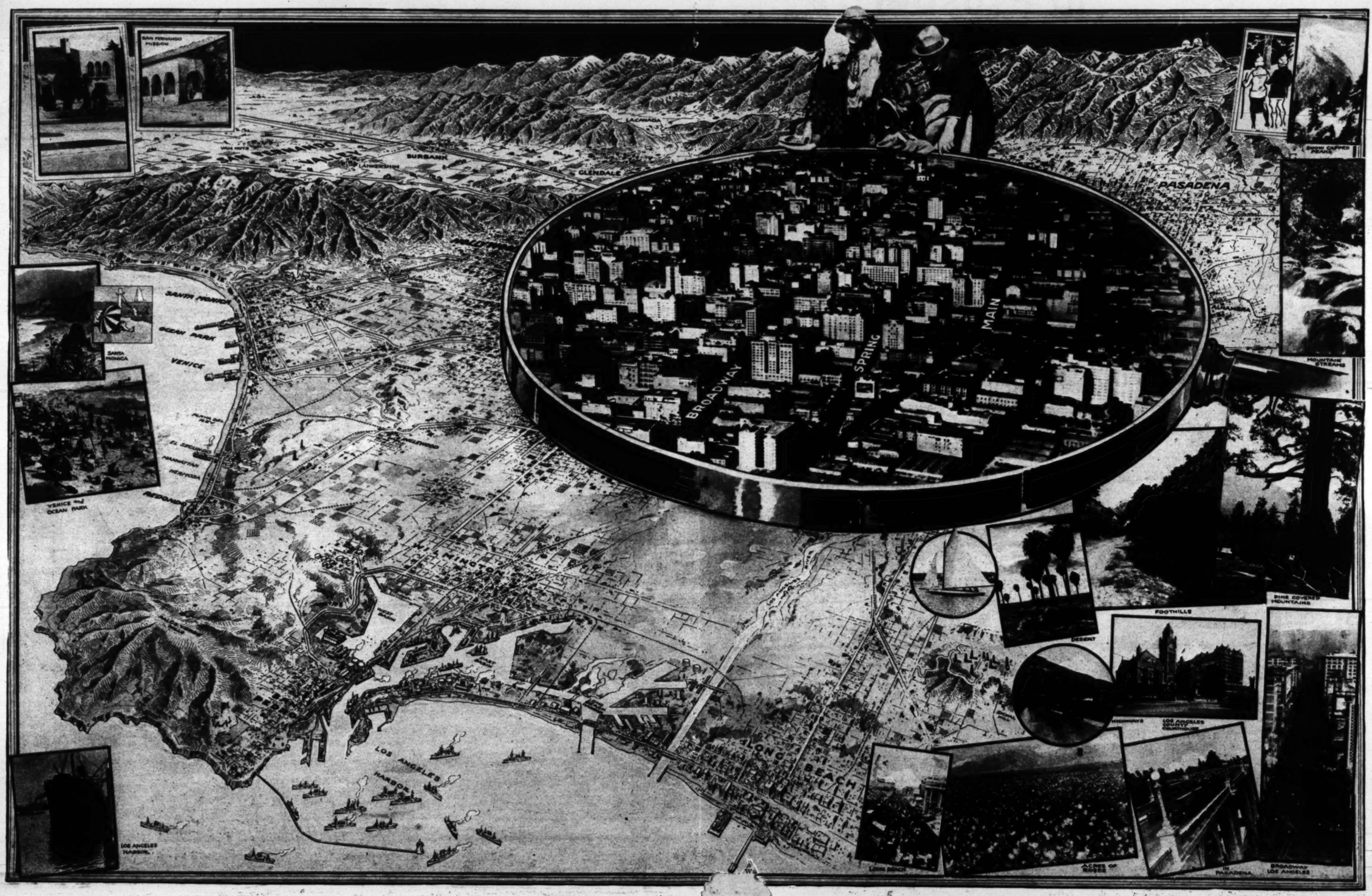
ARE YOU ON THE ROAD TO PROSPERITY?

LOS ANGELES UNION TERMINAL CO.

746 South Central Avenue, Los Angeles, California.

The End of the Journey—Los Angeles, Metropolis of the West, Has Room for Expansion

TOPOGRAPHICAL DRAWING OF THE CITY AND ENVIRONS BY CHARLES H. OWENS WITH INSET OF AERIAL PHOTOGRAPH AND SCENES IN AND ABOUT THE CITY




Cadet Battalion


Foot Ball Team


The Library

THE HAPPIEST BOY IN THE WORLD IS THE ONE WHO FINDS HIMSELF IN EXACTLY THE RIGHT SCHOOL, AMID CONGENIAL SURROUNDINGS, WITH IDEAL COMPANIONS AND WITH SYMPATHETIC AND UNDERSTANDING INSTRUCTORS.
UNDER SUCH FORTUNATE CONDITIONS, THE PUPIL PROGRESSES MOST RAPIDLY IN HIS STUDIES, AND RECEIVES MOST READILY ALL THOSE ELEMENTS WHICH MAKE FOR STRENGTH OF CHARACTER, SELF-RELIANCE AND COMPLETE EXPRESSION OF HIS OWN INDIVIDUALITY.
ESTABLISHED IN 1895 THIS EDUCATIONAL INSTITUTION IS THE OLDEST IN ITS CLASS IN SOUTHERN CALIFORNIA.
THE HIGHEST STANDARD IN SCHOLARSHIP, MILITARY TRAINING AND GENERAL CULTURE PREVAILS.
FOR INFORMATION ADDRESS ADJUTANT

Los Angeles Military Academy
4800 Huntington Drive

Trust Corner in storage



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PART III

Los Angeles Times
ANNUAL MIDWINTER NUMBER



The End of the Journey—Los Angeles, Metropolis of the West, Has Room for Expansion

TOPOGRAPHICAL DRAWING OF THE CITY AND ENVIRONS BY CHARLES H. OWENS WITH INSET OF AERIAL PHOTOGRAPH AND SCENES IN AND ABOUT THE CITY

The End of the Journey—Los Angeles, Metropolis of the West, Has Room for Expansion

ific Southwest an Economic Entity—

From Territory of Romance and Adventure to One of Great Economic Development and Wealth

BY E. B. TUCKER

Director of Research, The First National Bank of Los Angeles, Pacific-Southwest Trust & Savings Bank, First Securities Company

-SOUTHWEST is a term to conjure. It is descrip- economic area which in- 350,000,000 and 400,- tory which is known the nomic beauty and which nature every type of nat- e Grand Canyon of Ari- of the Yosemite to the eaches of the Pacific. which nature has flung to man, which, if he provides untold returns the other hand, taken life those who have failed. of romance and adven- territory which is today district and which has future economic develop- se to surprise even the

its romance, wonderful tory, probably the most the Pacific-Southwest is nomic development, past, . It is a story which, to cold, analytical, sta- s to the initiated a pic- battle, of achievement.

a report of this nature t present the cold eco- this vast empire. The for himself the story desert, which in a brief years has turned the Im- a desert waste that could bird life to a garden spot

ss which appear on the e to reflect anything of elopment of the Pacific- must be read with the years ago this country d composed of deserts, and grazing land, and the summer presented a ate with no rainfall from e fall and no means avail- rting of agricultural life y farming on small areas months.

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OUTHWEST, this great eloped western empire, d such an important place life of the country, is the State of California to the Mexican border, y in Mexico, Lower Cali- , Arizona, Nevada, Utah, Colorado, New Mexico

three major phases in of this great empire, the are now largely com- rd of which is proceeding

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& American occupation close of the nineteenth nsidered as the pioneer during these years that try was gradually opened pioneers commenced de- story of the natural re- dually spread throughout re were steady but com- ecretions to population, nded to engage in agricul- mining. During this same n of the Pacific Southwest rnia, particularly the por- uthern coast, gradually de- rist center and playground es, and won its name as an rt for those of the East rt for those located in con-

s highly important to fo- owth, for it acquainted the ited States with the eco- s of the Pacific-Southwest importation of important business brains and capi- w being used to further the pment of this territory. ency during this period ction of the Pacific-South- an independent economic ratively little correlation vities of various districts.

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Natural Resources

ame of the economic devel- Pacific-Southwest, which hat with the first period, case, consisted primarily of natural resources. It ing the pioneering period ose were along these lines. ent, except in the case of did not really assume large toward the beginning of tury.

ssed stage huge reclama- e projects were put under e of acres of agricultural land were brought under cultivation. As a single example, the central San Joaquin Valley, which today has more than 1,800,000 acres of improved farm land, much of which is valued at in excess of $1000 an acre, was converted from a barren sandy waste to the home of the California raisin, peach, apricot, etc., with the result that it today produces crops with an annual value to the farmers of that territory of more than $100,000,000.

The growth of this agricultural activity was so rapid that today the first two leading agricultural counties of the United States and eight of the first fifty agricultural counties of the country, from the standpoint of productivity, are located in that portion of the Pacific-Southwest situated in California.

Not only were the agricultural potentialities of this territory gradually converted into realities, but the important mineral resources were exploited so that, for instance, the oil fields in that portion of the Pacific-Southwest located in California produce approximately 100,000,000 barrels of petroleum each year.

During all of this period the tendency for the various component portions of the Pacific-Southwest to develop as separate economic units continued, and, in fact, certain small inter-district jealousies between communities in the same zone tended to retard economic growth of the whole territory.

* * *

Co-ordination of Activities

WITH the World War, however, a very definite change in the character of the economic activities of the Pacific-Southwest, and a tendency for the elimination of sectional jealousies, became evident, and this great western empire entered upon the third phase of its history, which may briefly be called the unification and co-ordination of the economic activities of the Pacific-Southwest, which is creating a tendency toward increasing agricultural, industrial, and commercial activities throughout the territory.

This change has been brought about by the urge of economic necessity resulting from the fact that the World War proved that if this district was to continue to maintain its economic life almost exclusively upon the basis of exploitation of natural resources, future growth would be comparatively slow. The closing of old trade channels forced the realization that it was necessary for the Pacific-Southwest to enter the markets of the world as an economic unit rather than as a group of small independent units, each attached to some eastern marketing and financial center, and that it was essential to co-ordinate economic activities and conserve resources in a manner which would permit this territory to continue its progress through full use of its own strength rather than through outside assistance.

A single example of the factors causing this unification and co-ordination of the economic activities of the Pacific-Southwest, prior to the World War this territory was accustomed to look to eastern financial centers for the capital with which to carry on its developmental projects. With the changed economic status created by the war these eastern centers, which had formerly been the financial capital of the United States only, became world money markets. Then the people of the Pacific-Southwest found it necessary to compete with the demands from all portions of the globe for the capital required in the construction of a greater Pacific-Southwest.

This made it necessary to co-ordinate the financial resources of this great territory so that important supplies of capital already existant in the Pacific-Southwest, instead of being invested in securities originating in the East, as had been the case in the past, could be tapped for local improvements.

* * *

Effect of Depression

A STILL further motivating force lay in the fact that with the coming of the depression people of the western empire, who had been accustomed to market their produce in eastern centers, found outside sections taking comparatively small interest in their problems, with old markets and old sources of credit closed to them.

As a result, the depression forced this district to analyze and prepare to use its own resources efficiently, so co-ordinating its economic activities as to supply the current credit needed by producers in this district from credit available within the district, and supplying local and direct consuming and fabricating markets for produce which had formerly moved out of this territory as raw material for manufacture and consumption in other portions of the country.

In consequence of these serious studies these small local economic zones are now rapidly unifying their activities in such a manner that the future student of the economic history of the Pacific-Southwest will be very apt to mark the late depression as one of the most fortunate epochs in the history of this district, at least from the standpoint of local development.

A most casual study shows clearly that in the past the products of this territory have not been marketed upon the basis of this economic haul and through logical trade channels, but rather in accordance with custom established during the pioneering period. This has necessarily meant expensive marketing operations, which, since the producer ultimately pays marketing costs, has been detrimental to the producers of the Pacific-Southwest. It will also show that there are clear, definite natural trade channels through which the raw products of this district are now commencing to flow, to the direct advantage of all those resident in the Pacific-Southwest and of all consumers of Pacific-Southwest products.

Further study shows that there is sufficient capital available in the Pacific-Southwest, if it is properly organized, to finance local business in the complete cycle of economic distribution, from the planting of the raw material to placing the finished product in the hands of the retailer or the consumer. Further, that there are very definite factors which make it highly advantageous and desirable to develop an industry within the Pacific-Southwest to supplement the activities of the producers of raw materials through local manufacturing, thereby retaining the profits of the entire productive process within this district, so that the manufacturing profits which had heretofore gone to other territories will be available to increase production and prosperity within the Pacific-Southwest.

As a result of the manifest advantages to be derived from the unification and co-ordination of the economic activities of the Pacific-Southwest, with consequent industrialization of the metropolitan area of Los Angeles, as the natural concentration point for the produce of the Pacific-Southwest, this movement is progressing so rapidly today that it is easily the outstanding feature of the third phase of the economic development of this western empire.

One of the major indices of this growth consists of the industrialization of the metropolitan area of Los Angeles, inasmuch as this development makes possible increasing productivity in contiguous territory, increasing employment of labor and capital, and increasing commercial turnover. It is due largely to the working of this tendency that Southern California came to be known as the "white spot" on the business map of the country during the recent depression.

* * *

Trade Routes

IT IS natural to inquire as to the basis of facts from which the above conclusions have been drawn.

In the first place, the logical trade channels of the Pacific-Southwest lead to and concentrate within the metropolitan area of Los Angeles, including Los Angeles and Long Beach harbors.

In addition, these natural routes of travel have been strengthened by important systems of highways and railroads. Three transcontinental railroad systems—the Union Pacific, serving Southern Idaho, Utah and Nevada; the Santa Fe, serving the San Joaquin Valley, Arizona, New Mexico, and Northern Texas; the Southern Pacific, serving the San Joaquin Valley in California, the coast district in California, Southern Arizona, Southern New Mexico and Southwestern Texas—all meet at Los Angeles and all have, or will shortly have, railroad connections with the harbor area.

If permitted to flow in its natural course the commerce of this western territory will naturally flow through this cross roads and the metropolitan area of Los Angeles will be the logical point for the distribution and manufacturing of the goods produced and consumed in the Pacific-Southwest.

A still further reason for the centering of an important portion of the industrial productivity of the Pacific-Southwest in the metropolitan area of Los Angeles is found in Los Angeles Harbor. Due to the fact that the thought of the past has been in terms of railroads and of carloads rather than in terms of merchant marine and merchant vessel tonnage, it is not generally realized that the harbor is "the front door of the Pacific-Southwest," and that the co-ordinating of the land transportation facilities of the Pacific-Southwest with harbor activities and water transportation furnishes the key to much of the future development of this territory, for it provides the means for the economical distribution of the products produced and-also of those consumed within the Pacific-Southwest.

* * *

Atlantic Seaboard Markets

STARTLING as it may seem, it is now a proven fact that through the use of merchant vessels plying between Los Angeles Harbor and the Atlantic seaboard, via the Panama Canal, the manufacturer in the metropolitan area of Los Angeles can lay down his goods in Atlantic seaboard cities at a cost not more than, and sometimes less than, the cost to the producer located at any point two hundred miles inland from the Atlantic seaboard.

The importance of this single fact may be better visualized when it is understood that the manufacturer in Los Angeles can compete in New York City upon an equal basis with the manufacturer located in Buffalo, New York, and that Los Angeles manufactured goods can compete in Philadelphia on a parity with those fabricated in Pittsburg.

When it is remembered that it is generally conceded that these Atlantic seaboard cities of the United States are the greatest consuming markets of the world, and that Los Angeles Harbor, the intercoastal merchant marine and the Panama Canal open them to the industrial producers of the Pacific-Southwest, the industrial potentialities of this district become apparent.

Obviously, if the producer in this district can compete on the Atlantic Coast of the United States with the producer located within the Atlantic Coast territory, he can compete in European markets on an equal basis with the producer in any other section of the United States.

The benefit from this situation runs beyond that received by the manufacturer and industrial worker, for it calls for increasing production by the agriculturists and the miners of the Pacific-Southwest, inasmuch as the manufacturer will steadily call for an increasing supply of the raw materials of the Pacific-Southwest with which to produce goods destined for these markets. In addition, the producer, who must necessarily pay the freight cost, either directly or indirectly, will find the total freight charges on his products reduced materially. This will mean either increasing profits or wider consumption of Pacific-Southwest products.

* * *

Local Markets

BUT the distribution of the industrial products of this district is not limited to the Atlantic seaboard of the United States. The population of the Pacific-Southwest is today approximately 3,000,000. Conservative estimates indicate that their annual purchasing power exceeds $2,000,000,000. Until recent years practically all of the finished goods that these people consumed have been produced in eastern portions of the United States.

Many of the goods consumed in this territory have been produced here as raw materials, shipped back to eastern manufacturing centers, fabricated into finished goods in established manufacturing centers and then reshipped to the Pacific-Southwest for consumption. In such cases the people living in this territory have had to pay from 5 to 6 cents a pounds freight for the privilege of having the goods which they consume manufactured outside of the Pacific-Southwest.

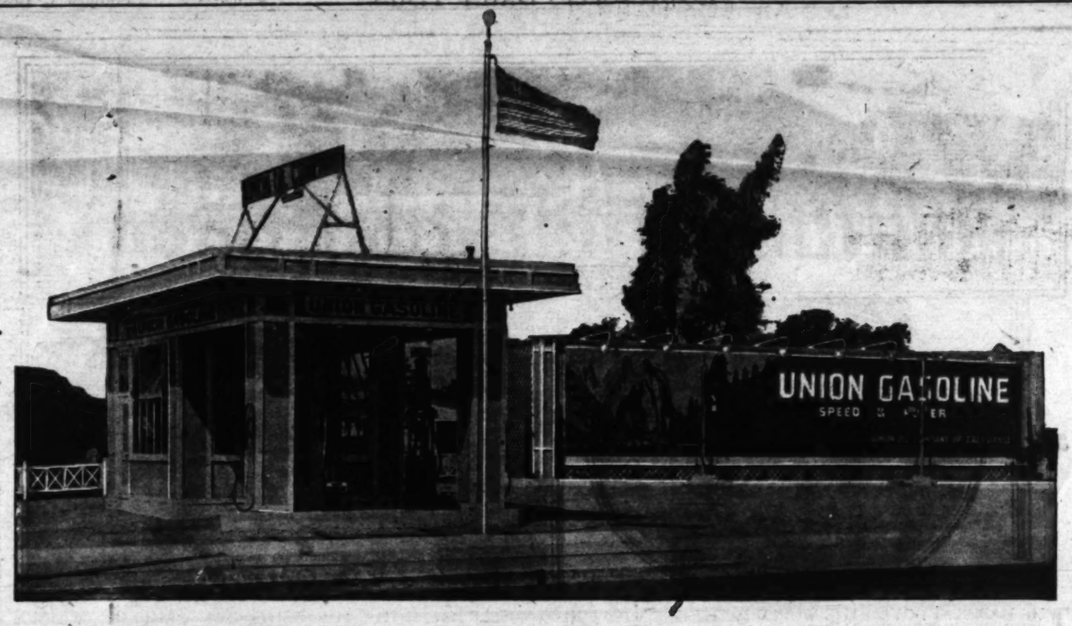
There is practically no locally produced material, capable of being manufactured, which cannot be fabricated in the metropolitan area of Los Angeles and shipped to the various consuming points in the Pacific-Southwest at a freight saving of 3 cents per pound, in comparison with eastern manufacturing. Therefore, during the early stages of a new manufacturing industrialization the average manufacturer in this territory has a protective tariff of approximately three cents per pound on his finished goods. Eventually these savings in freight rates are reflected in lower costs to local consumers.

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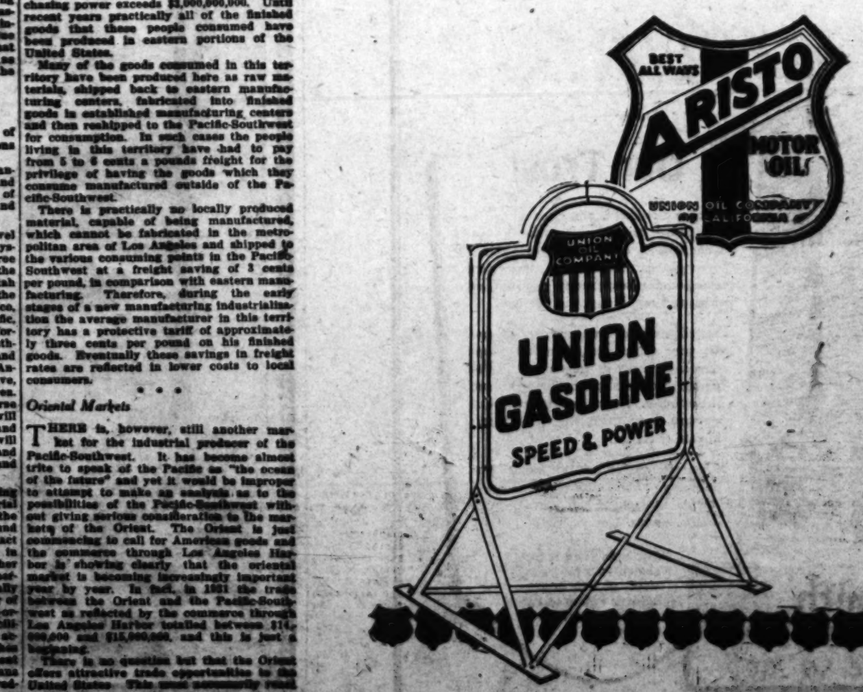
Oriental Markets

THERE is, however, still another market for the industrial producer of the Pacific-Southwest. It has become almost trite to speak of the Pacific as "the ocean of the future" and yet it would be improper to attempt to make an analysis as to the possibilities of the Pacific-Southwest without giving serious consideration to the market of the Orient. The Orient is just commencing to call for American goods and the commerce through Los Angeles Harbor is showing clearly that the oriental market is becoming increasingly important year by year. In fact, in 1921 the trade between the Orient and the Pacific-Southwest as reflected by the commerce through Los Angeles Harbor totalled between $14,000,000 and $15,000,000, and this is just a beginning.

There is no question but that the Orient offers attractive trade opportunities to the United States. This trade apparently must



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beneficially to the Pacific-Southwest, for, as a matter of practical shipping, Los Angeles Harbor is by several hundred miles the closest port to the Orient on the Pacific Coast of the United States for vessels using the Panama Canal, with the single exception of San Diego.

Due to the fact that Los Angeles Harbor is man-made, rather than natural, the turn-around for the average merchant vessel is approximately one day shorter than is any other Pacific Coast port of the United States. It normally takes a vessel from twenty-four to thirty-six hours to enter and leave any of the other ports on the Pacific Coast and if the entrance to the harbor is blocked by fogs, as is often the case in most ports, it is apt to take longer. Due to the absence of fogs and to the fact that Los Angeles is easy of access the turn-around at this point can be completed in five hours, which means a very material saving in the operating costs and also tends to overcome any handicap that this port might suffer in comparison with others as a home port for vessels in oriental trade.

As a consequence, it is fair to assume that the development of business between the United States and the Orient must necessarily be reflected in increased agricultural, mineral and industrial activities in the Pacific-Southwest.

* * *

Manufacturing Advantages

THE next question that naturally appears is whether this district is so situated as to be able to manufacture the raw products of this territory sufficiently economically to take advantage of the distributing advantages which it enjoys.

There would appear to be no question but that the metropolitan area of Los Angeles is very fortunately situated from the standpoint of industrial production. In the first place it is the natural concentration point for the products of the Pacific-Southwest. That means that it is the point where the raw materials here produced are most easily available to the industrial producer. This gives the local manufacturer a very material advantage over the manufacturer in the ordinary industrial community, because of the very great diversity of the raw products of the Pacific-Southwest.

The average industrial center of the United States is normally a primary distributing center for not more than ten or fifteen raw materials. On the other hand, Los Angeles county alone produces in excess of one hundred staple agricultural products of varying importance, but all sufficiently important to be described as a staple item of commerce.

Agriculturally, there is no territory in the world that produces as many or as varied agricultural products as the Pacific-Southwest. Minnesota and the Dakotas produce wheat; Texas and the Carolinas, cotton; the central Atlantic Coast States, vegetables; Florida, citrus fruits; Michigan and Colorado, sugar beets, etc., but in the Pacific-Southwest these and many others are produced within a comparatively few miles of each other. In fact, it is not uncommon to see wheat, walnuts, oranges, cotton, apples, figs, peaches, barley and a dozen other staple agricultural crops produced commercially within a radius of twenty-five miles.

Minerals are not lacking, for this territory produces everything from silver and gold to petroleum and has very important supplies of iron ore which will probably be worked in the future.

In other words, practically every conceivable raw material required by the manufacturer is produced in the Pacific-Southwest and Los Angeles and Los Angeles Harbor furnish a natural marketing point for these products, which means a natural point for their manufacture.

That the manufacturer located in the metropolitan area of Los Angeles has still other advantages is found in the cost of plant construction and maintenance, which is less than in other portions of the United States, due to the equable climate and the amount of work which can be done in the open air in this territory. It is unnecessary to provide expensive heating plants, etc., so that the cost of plant construction is normally materially less than elsewhere.

* * *

Efficiency of Labor

ANOTHER important factor is the supply and efficiency of labor. Irrespective of money wages, the per unit labor cost of manufactured articles produced in an efficiently organized and operated plant is less here than elsewhere, due to the greater efficiency of labor. Because of the equable climate and the large supplies of fresh fruits and vegetables, housing conditions, etc., there is a smaller turn-over of workers due to ill health, etc., and, while living costs are not materially less than elsewhere, the standard of living on the part of the workers is higher, which means higher efficiency. There is always a plentiful supply of workers available because of the attractiveness of this territory from a living standpoint, which draws a steady supply of workers when employment is available.

* * *

Power

ANOTHER important advantage enjoyed by the average industrial concern in this territory arises from the power situation. For the producer using fuel oil, there is no better supply of power to be found any place in the country because of the very heavy production of petroleum in the oil fields of this territory. California is known as the home of hydroelectric power and plentiful supplies of this type of power are available at comparatively low rates. For the producer using either petroleum or electric power the heavy investments normally required for the storing and handling of coal are eliminated.

At present the industrial producer who must depend upon coal for his motive power is admittedly at a disadvantage in this district. However, there is every reason to believe that in time the coal of Utah and Colorado will enter the Los Angeles market in sufficient quantities to supply coal burning vessels and industries necessarily dependent upon coal.

In addition, there are important supplies of natural gas available for concerns which require this type of power.

* * *

Supplies of Capital

A STILL further point favoring industrial production in this territory is the fact that the Pacific-Southwest, particularly that portion located in California, is conceded to be the best investment security market in the United States, in proportion to population. There are plentiful supplies of investment capital available for the properly conceived, properly organized and properly managed industrial plant and also sufficient supplies of bank credit.

It can consequently be seen that, from the standpoint of both distribution and production, the metropolitan area of Los Angeles offers very material advantages to the manufacturer. It is largely because of these genuine advantages that the industrialization of the metropolitan area of Los Angeles is proceeding so rapidly.

The advantages resulting from the present tendency toward industrialization are so clearly evident that they are materially assisting in the movement looking toward the unification and co-ordination of the economic activities of this district. Naturally if this industrialization reduces the cost of marketing the raw products produced in the Pacific-Southwest and at the same time opens a market for still further supplies of raw materials, this necessarily works to the benefit of the miner or agriculturist in the Pacific-Southwest, as well as to the benefit of the worker, the business executive and the capitalist, in other words, every one resident within this great western empire.

* * *

Stanstical Background

SUCH, in brief, is the story of the economic potentialities of the Pacific-Southwest. It is a story of business romance based upon the cold analytical study of the facts of production, distribution and geographical position.

The statistical material gathered for the analyses of the developmental possibilities of the Pacific-Southwest, and for the inauguration of policies necessary to carry forward the present tendency toward unification and co-ordination of economic activities in the most efficient manner have proven so highly interesting and valuable that such portions of the more important data, which can be incorporated in the comparatively small space available in a section of this type, have been gathered together here for the use of those interested in the historical development and the future possibilities of the Pacific-Southwest.

Because of the space available and of the fact that the heaviest production is still located in that portion of the Pacific-Southwest located in California, and also because the present day tendency has, to a certain degree, manifested itself, so far, more strongly in California than in contiguous States, it has been necessary to limit the studies herein contained to that portion of the Pacific-Southwest located in California, which means to the fourteen counties located in the southern half of California.

The exact geographical center of the State of California is located in the city of Fresno in Fresno county and this county represents the break between the economic territory included in the Pacific-Southwest and that included in the central Pacific Coast district. Consequently, the statistical surveys incorporated herein are limited to Fresno, Kings, Tulare, Inyo, San Luis Obispo, Kern, Santa Barbara, Ventura, Los Angeles, San Bernardino, Orange, Riverside, San Diego and Imperial counties. Even with this limitation it will be impossible to give a complete story of this entire territory for the simple reason that this district contains in excess of 50,000,000 acres of land, over 10,000,000 of which are included in farms and approximately 5,000,000 of which are improved farm lands, most of which are under irrigation.

This is one of the most diversified territories of the United States, as illustrated by the geographical fact that within its borders are found the highest mountain peak in the United States (Mt. Whitney with an elevation of 14,502 feet,) and the two points in the United States that are lower than sea level (Death Valley, which is 350 feet lower than sea level and the Salton Sea in Imperial Valley, which is 280 feet under sea level.) The territory is composed of mountain peaks, deserts, highly productive agricultural valleys, mining districts, ocean beaches, metropolitan cities, etc. In fact, practically every conceivable type of economic life is found within its boundaries as well as practically every type of climate from the tropical climate of some of the deserts to that of the Arctic regions on some of the higher peaks of the territory.

Any attempt to make exhaustive or even casual analyses of the statistical material available with regard to this territory would carry the report far beyond the space available, and, for that reason, it has been deemed best to merely present portions of the more important statistical data in encyclopedic and tabular form and let the statistics of the territory speak for themselves.

The indices which have been used all come from some source that is believed to be authentic and authoritative, and many sources have been used. While the authenticity of material cannot be vouched for down to the very last bushel or the very last dollar, there is no question but that the material used is sufficiently accurate to give a fairly complete picture of the relative importance of various districts and of the territory as a whole.

In certain cases where data compiled at a later date than that incorporated herein is available with regard to certain sections it has been impossible to incorporate this information because it could not be secured for certain other districts. It was considered preferable to use the earlier data for the entire territory rather than the later data for only certain sections, as in most cases the relative picture is the more important and would have been comparatively unchanged if the later data had been used.

* * *

Method of Presentation

BECAUSE the economic activities of this territory naturally fall into several classes it has been found advisable to follow these classifications in the presentation of information, although reserving some space for the usual type of general comparative data, which have a certain place because of easy readability. In some cases more accurate data have been available than in others and in some cases it has been considered desirable to give comparatively more space than the actual importance of particular phases of economic activities appeared to warrant, because this activity was the basis for others.

For example, there is considerably more space given to agricultural productivity than to industrial productivity, although the agricultural output is valued at less than half of the industrial output. This is due both to the fact that agricultural statistics are available in greater quantities and are more reliable than many industrial statistics and also to the fact that the agricultural productivity necessarily furnishes the backbone of its economic life and gives, if properly interpreted, an important picture of the industrial possibilities of this district.

The harbor has been stressed materially because there is probably no factor in the economic life of this territory that is today as important to the district and none which means more to the future development of the Pacific-Southwest. While there may be differences of opinion as to whether hydroelectric power or the harbor, or irrigation projects, or industrial development are the most important phases of our economic life, there can be no question but that the harbor ranks in importance with all the others, that they are all dependent upon the harbor, as the harbor is dependent upon them, and that the commerce which is created by the harbor is one of the factors which is making the other economic activities of this territory increasingly important.

* * *

Value of Study

THE value of a cross-section picture of this character lies largely in the fact that it provides a sort of airplane view of the economic life of that portion of the Pacific-Southwest which is located in California. It is only fair to state that in the confines of a section of this kind it is impossible to give as complete a picture of any one phase of the productivity of this district as could be desired, and that the individual interest in any single subject, before predicating any policies on the information herein contained, should secure further data with regard to the particular subject.

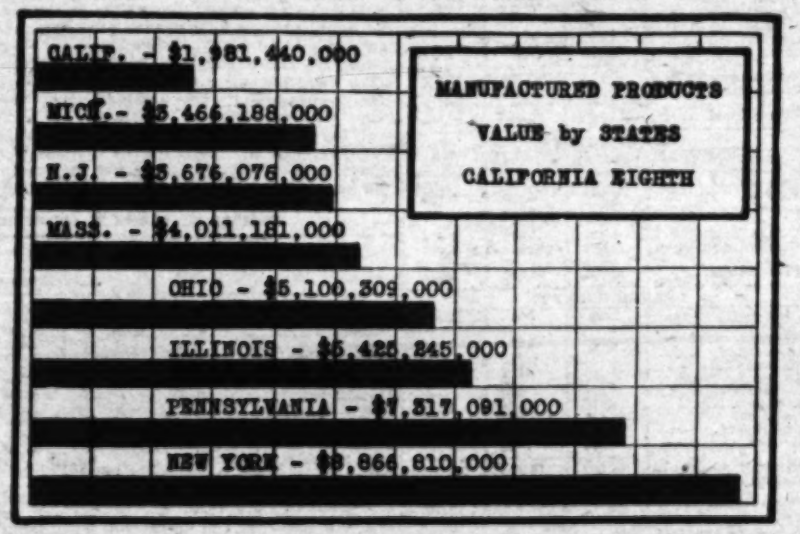
It should always be borne in mind that these statistical pictures are the pictures not of the finished and completely developed country but of a country that is just entering its real developmental period and that the value of the picture lies in the fact that it depicts what has been accomplished within a comparatively few years, and in the fact that it furnishes a fragmentary index of future possibilities, on the basis of past accomplishments.

There is no question but that the unification and co-ordination of the economic activities of the Pacific-Southwest is proceeding surely and rapidly. There is no question but that the economic developments which have taken place in the past have been but the preparation for a development which gives promise within the next few decades of surprising even the most sanguine. There is no question but that with the proper application of conservative judgment and experienced management, the day of opportunity in the Pacific-Southwest is merely dawning.

* * *

Visions of Leaders

THIS survey can only give something of the cold, analytical picture of what economic productivity of the Pacific-Southwest is today, of what it has been, and of what it may be in the future. It can measure to a certain degree the cold, analytical facts of business and of economic activities. It can take into consideration all items that are capable of statistical treatment, but it cannot reflect the greatest motivating force in the progress of the Pacific-Southwest. That force is the vision and power of the men who are making the Pacific-Southwest. It is the constructive ability of the engineers and business men and agriculturists of this territory. It is the dream of the industrial, commercial and banking leaders of this territory, converted into every-day production and physical prosperity. It is the conservative optimism of the westerner. It is vision grown, not on city lots, in office buildings and crowded tenements, but developed in and reflecting the vast expanse of mountain ranges, desert wastes, huge valleys and rolling seas, whose physical record is statistical tables and whose main reward is the knowledge that its practical application is today resulting in the development of a growing, prospering, unified, co-ordinated Pacific-Southwest.



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The Danciger Development Syndicate is a subsidiary of Danciger Oil and Refining Company of Kansas City, Mo. The parent company has the reputation of being successful and one of the largest independent oil companies in the United States with a commercial rating of AAA1.

The Danciger Development Syndicate has been substantially financed and is a project of magnitude and importance to the oil industry. Its operations are being watched with interest because of the strong indications that it will be an outstanding success among oil ventures of America.

Danciger Development Syndicate was organized to drill 25 geologically approved oil structures in oil-bearing States of the United States and Mexico. According to the United States Geologic Survey the law of average as applied to geologically approved structures is one hit out of three tests, if operations are carried on of such magnitude as to allow the law of average to prevail. This would indicate that out of 25 tests the Danciger Development Syndicate might be expected to have six to eight successful results, any one of which will be sufficient to make the project a success as the minimum average acreage of these tests is to be 2000 acres.

If only one good 80-acre tract of oil-producing land is developed the unit holders of Danciger Development Syndicate will derive substantial profits. When it is considered that one successfully developed pool such as Signal Hill or Santa Fe Springs in California or Mexia in Texas or the Burbank pool in Oklahoma, is worth from fifty million to two hundred million dollars it is not difficult to understand the possibilities of a $4,000,000 syndicate.

As further protection against loss and to insure a profit in the event that every structure should prove "dry", sufficient acreage is sold offsetting each test in an amount to pay for the cost of drilling and a profit over and above all expenses incurred. The Syndicate is in this way insuring itself against possibility of loss.

Dan Danciger, president of Danciger Oil and Refining Company and Danciger Development Syndicate, with offices at 909 Consolidated Realty Building, Los Angeles, or Danciger Building, Kansas City, will be glad to answer inquiries at any time by Danciger security holders.

OUR INCREASING POPULATION

Census Figures Show Marvelous Growth of Over 400 Per Cent Between 1900 and 1920

THERE can probably be no better index of the increasing economic importance of the southern half of California than its increasing population.

There are numerous estimates of the present-day population of practically every community in this district. They have, however, been disregarded in the preparation of this analysis because they are not subject to accurate check. The census figures have been accepted as the most reliable figures available, with a full appreciation of the fact that there is every reason to believe that the population of the district as a whole and of individual sections has increased very rapidly in the three years which have passed since the taking of the 1920 census.

POPULATION LOS ANGELES COUNTY

Incorporated Cities	1920	1910	1900
Alhambra	9,096	5,021	....
Arcadia	2,220	696	....
Avalon	586	....	....
Azusa	2,460	1,477	863
Beverly Hills	674	....	....
Burbank	2,913	....	....
Claremont	1,728	1,114	....
Compton	1,478	922	....
Covina	1,999	1,652	....
Culver City	503	....	....
Eagle Rock	2,256	....	....
El Monte	1,283	....	....
El Segundo	1,543	....	....
Glendale	13,536	2,746	....
Glendora	2,028	....	....
Hermosa Beach	2,327	679	....
Huntington Park	4,513	1,299	....
Inglewood	3,286	1,536	....
La Verne	1,698	954	....
Long Beach	55,593	17,809	2,252
Los Angeles	576,673	319,198	102,479
Manhattan Beach	859	....	....
Monrovia	5,480	3,676	1,206
Monterey Park	4,108	....	....
Pasadena	45,354	30,291	9,117
Pomona	13,505	10,207	5,526
Redondo Beach	4,913	2,935	855
San Fernando	3,204	....	....
San Gabriel	2,640	....	....
San Marino	584	....	....
Santa Monica	15,232	7,847	3,057
Sierra Madre	2,026	1,303	....
South Pasadena	7,652	4,649	1,001
Venice	10,335	3,119	....
Vernon	1,005	772	....
Watts	4,529	1,922	....
Whittier	7,997	4,550	1,590
Total Incorp. Cities	817,925	426,274	127,945
Outside Incorp. Cities	118,530	77,857	42,353
County Total	936,455	504,131	170,298

Estimates of population increase during this period in various cities and communities have averaged from 10 per cent to 30 per cent with 15 per cent probably a conservative estimate as to the increase for the district as a whole.

Census figures are themselves sufficient to provide an index as to the growing productivity of this district, without resorting to uncheckable figures, for they show that the population of the southern half of California has increased in excess of 400 per cent during the twenty-year period between 1900 and 1920. They further show that the number of incorporated cities increased from thirty-seven in 1900 to seventy-four in 1910 and one hundred eleven in 1920. Out of these cities there was only one which has shown a decrease in population between census periods and, in this particular case, there are probably some grounds for questioning the accuracy of the earlier census report. It must be remembered that these figures do not take into consideration the temporary or tourist population, which, at times, aggregates several hundred thousand people.

A particularly interesting feature of the population picture is the relative importance of the city and county population. Approximately three-fourths of the people of this territory live inside the limits of incorporated cities, in spite of the very great agricultural productivity of the territory.

Los Angeles county leads the districts in total population, in population within incorporated cities, and in agricultural population, with Fresno county second in total population and in agricultural population, and third in population in incorporated cities. San Diego county is third in total population and second in population within incorporated cities. In Fresno, Ventura, San Luis Obispo, Kings, Kern, Tulare, Imperial and Inyo counties the population in the rural districts exceeds that in incorporated cities, thereby providing evidence of the fact that these counties are primarily agricultural. In San Bernardino county, the city population exceeds that of the country, largely because of the increasing industrial importance of the several cities in the county and because of the location of railroad yards and of the Southern California railroad concentration point at Colton and San Bernardino.

In Orange county, the excess of city population over agricultural population is to a great degree attributable to the fact that many thousands of acres of the available agricultural land of the county are still tilled under one ownership as were the huge ranches of this county many years ago, with a comparatively small population on these tens of thousands of acres.

The importance of the city of Santa Barbara as a residential city is largely responsible for the fact that the city population in that county exceeds that of the country.

At the time of the 1920 census, there were eighty-four cities with a population of less than 5000; thirteen with a population of from 5000 to 10,000; nine with a population in excess of 10,000 but less than 25,000, two with a population between 25,000 and 50,000; two with a population between 50,000 and 100,000; and one with a population of in excess of 500,000.

POPULATION SAN DIEGO COUNTY

Incorporated Cities	1920	1910	1900
Chula Vista	1,718	....	....
Coronado	3,289	1,477	935
East San Diego	4,148	....	....
El Cajon	469	....	....
Escondido	1,789	1,234	755
La Mesa	1,004	....	....
National City	3,116	1,733	1,066
Oceanside	1,161	673	330
San Diego	74,683	39,578	17,700
Total Incorp. Cities	91,377	44,795	20,806
Outside Incorp. Cities	20,871	16,870	14,284
County Total	112,248	61,665	35,090

VENTURA COUNTY

Incorporated Cities	1920	1910	1900
Fillmore	1,597	....	....
Oxnard	4,417	2,555	....
Santa Paula	3,967	2,216	....
Ventura	4,342	2,945	2,470
Total in Incorp. Cities	14,323	7,716	2,470
Outside Incorp. Cities	14,401	10,631	11,897
County Total	28,724	18,347	14,367

SANTA BARBARA COUNTY

Incorporated Cities	1920	1910	1900
Lompoc	1,876	1,462	972
Santa Barbara	19,441	11,659	6,587
Santa Maria	3,943	2,900	....
Total in Incorp. Cities	25,260	15,401	7,559
Outside Incorp. Cities	15,837	12,337	11,375
County Total	41,097	27,738	18,934

SAN BERNARDINO COUNTY

Incorporated Cities	1920	1910	1900
Chino	2,132	1,444	....
Colton	4,282	3,980	1,285
Needles	2,807	....	....
Ontario	7,230	4,274	722
Redlands	9,571	10,449	4,797
Rialto	941	....	....
San Bernardino	15,721	12,779	6,160
Upland	2,912	2,584	....
Total in Incorp. Cities	45,596	35,510	12,964
Outside Incorp. Cities	24,785	21,396	14,975
County Total	73,481	56,706	27,939

POPULATION RIVERSIDE COUNTY

Incorporated Cities	1920	1910	1900
Banning	1,818	....	....
Beaumont	857	....	....
Blythe	1,622	....	....
Corona	4,129	3,540	1,434
Elsinore	633	488	279
Hemet	1,480	992	....
Perris	459	....	....
Riverside	19,341	15,212	7,973
San Jacinto	945	896	583
Total in Incorp. Cities	31,316	21,130	10,269
Outside Incorp. Cities	18,981	13,566	7,628
County Total	50,297	34,696	17,897

The city of Los Angeles is, of course, the largest city in the territory, with San Diego second, Long Beach third, Pasadena fourth, and Fresno fifth. With the exception of such cities as Los Angeles, Long Beach, San Bernardino and San Diego, which are important as commercial and industrial centers, and the cities of Los Angeles, Long Beach, San Diego, Pasadena and Santa Barbara, which owe a material portion of their population to retired resident population, most of the towns and cities of this territory are primarily important because of their relation to the agricultural territory which they serve, with most of their industry and a considerable proportion of their commerce directly dependent upon the agricultural productivity of their immediately contiguous territory.

Just as the population of this territory has expanded in the past in almost direct proportion to expanding productivity, it may be anticipated that it will continue to expand in the future as the agricultural, commercial and industrial life of the district expands.

POPULATION SAN LUIS OBISPO COUNTY

Incorporated Cities	1920	1910	1900
Arroyo Grande	760	....	....
Paso Robles	1,919	1,441	1,224
San Luis Obispo	5,895	5,157	3,021
Total in Incorp. Cities	8,574	6,598	4,245
Outside Incorp. Cities	13,319	12,785	12,392
County Total	21,893	19,383	16,637

FRESNO COUNTY

Incorporated Cities	1920	1910	1900
Clovis	1,157	....	....
Coalinga	2,934	4,199	....
Fowler	1,528	675	....
Fresno	45,086	24,892	12,470
Kingsburg	1,319	634	....
Reedley	2,447	....	....
Sanger	2,579	....	....
Selma	3,158	1,750	1,083
Total in Incorp. Cities	60,204	32,150	13,553
Outside Incorp. Cities	68,575	43,507	24,309
County Total	128,779	75,657	37,862

KINGS COUNTY

Incorporated Cities	1920	1910	1900
Corcoran	1,101	....	....
Hanford	5,888	4,829	2,929
Lemoore	1,555	1,000	....
Total in Incorp. Cities	8,344	5,829	2,929
Outside Incorp. Cities	13,687	10,401	6,942
County Total	22,031	16,230	9,871

ORANGE COUNTY

Incorporated Cities	1920	1910	1900
Anaheim	5,526	2,628	1,456
Brea	1,037	....	....
Fullerton	4,415	1,725	....
Huntington Beach	1,687	815	....
Newport Beach	1,304	448	....
Orange	4,334	2,920	1,216
Santa Ana	15,455	8,429	4,933
Seal Beach	569	....	....
Stanton	695	....	....
Total in Incorp. Cities	35,292	16,962	7,605
Outside Incorp. Cities	26,083	17,474	12,091
County Total	61,375	34,436	19,696

POPULATION KERN COUNTY

Incorporated Cities	1920	1910	1900
Bakersfield	18,638	12,727	4,836
McKittrick	207	....	....
Maricopa	1,121	....	....
Taft	3,317	....	....
Tehachapi	458	385	....
Total in Incorp. Cities	23,741	13,112	4,836
Outside Incorp. Cities	31,102	24,603	11,644
County Total	54,843	37,715	16,480

TULARE COUNTY

Incorporated Cities	1920	1910	1900
Dinuba	3,400	970	....
Exeter	1,852	....	....
Lindsay	2,576	1,814	....
Porterville	4,097	2,486	....
Tulare	3,339	2,758	2,216
Visalia	5,753	4,550	3,085
Total in Incorp. Cities	21,217	12,788	5,301
Outside Incorp. Cities	37,814	22,652	13,074
County Total	59,031	35,440	18,375

IMPERIAL COUNTY

Incorporated Cities	1920	1910	1900
Brawley	5,360	881	....
Calexico	4,223	797	....
Calipatria	729	....	....
El Centro	5,464	1,810	....
Holtville	1,347	729	....
Imperial	1,386	1,287	....
Total in Incorp. Cities	21,099	5,274	....
Outside Incorp. Cities	22,360	8,317	....
County Total	43,453	13,591	....

POPULATION INYO COUNTY

Incorporated Cities	1920	1910	1900
Bishop	1,304	1,190	....
Total in Incorp. Cities	1,304	1,190	....
Outside Incorp. Cities	5,727	5,784	....
County Total	7,031	6,974	4,377
Total Incorporated Cities Southern Half of California	1,208,836	644,829	220,473
Outside Incorp. Cities	432,022	298,180	187,341
Total Southern Half of California	1,640,858	942,709	407,813

AGRICULTURE—GENERAL SUMMARY

AGRICULTURALLY that portion of California located in the Pacific Southwest is known throughout the world, because of the wonderful achievements in bringing many thousands of acres of formerly arid land under intensive cultivation, because of its heavy production of specialized highly valuable crops, and because of the diversification of its agricultural life. Here is a territory in which the farmer from any section of the country, from the cotton grower of the South to the wheat grower of the Canadian border and from the truck farmer of New Jersey to the sugar beet grower of Colorado, can find an agricultural district actively engaged in the production of the crops with which he is familiar.

It is not generally realized that in this territory, with an area in excess of 50,000,000 acres, only 10,000,000 acres are in farms and approximately 4,500,000 acres, or less than 10 per cent, in improved farm land. Most of this consists of the rich lands in the productive valleys. While much of the 80 per cent of the area of this territory which is not cultivated is mountain land, there are still millions of acres capable of being brought under cultivation.

At the present state of development farm property in this western empire is valued at approximately $1,800,000,000 and eight of the first fifty leading agricultural counties of the United States, from the standpoint of the value of their products, are located in this district; two of these, Los Angeles and Fresno, being the first two leading counties of the United States. The other six are Tulare, San Bernardino, Orange, Riverside, Ventura and Imperial.

What has been accomplished in Imperial county in the last ten years is but a single example, in a somewhat magnified form, of what has been accomplished in the last fifty years in these other counties, and of what can still be accomplished in the future. Twenty years ago Imperial county was an arid waste which could not even support bird life. Today it is the garden spot of the world and is nationally famous for its early vegetables, melons, its cotton and its agricultural field products, with an annual value in excess of $17,000,000, and this in spite of the fact that the county has a population of only 43,453.

NUMBER OF FARMS IN SOUTHERN HALF OF CALIFORNIA BY COUNTIES

County	Total Number Rank	Total Number Number	Operated by Owners Rank	Owners Number	Operated by Tenants Rank	Tenants Number	Operated by Managers Rank	Managers Number
Los Angeles	1	12,444	1	8,578	1	3,174	1	692
Fresno	2	8,917	2	7,291	3	1,338	4	288
Tulare	3	6,372	3	4,949	4	935	2	488
Orange	4	4,188	4	3,457	10	496	5	235
San Bernardino	5	4,023	5	3,340	13	304	3	379
Riverside	6	3,949	6	3,141	7	594	6	214
San Diego	7	3,200	7	2,419	5	648	7	135
Imperial	8	2,843	10	1,543	2	1,403	9	97
Kings	9	2,171	9	1,558	9	540	12	73
Kern	10	2,020	8	1,566	11	367	10	87
San Luis Obispo	11	1,803	11	1,165	8	579	13	59
Ventura	12	1,543	12	1,078	12	359	8	106
Santa Barbara	13	1,485	13	791	6	613	11	81
Inyo	14	521	14	419	14	82	14	20
Total		55,479		41,095		11,430		2,954

LAND IN FARMS IN SOUTHERN HALF OF CALIFORNIA BY COUNTIES

County	Rank	Improved Land, Acres	Rank	All Land in Farms, Acres	Rank	Total Area Acres
Fresno	1	672,591	3	1,319,531	5	3,995,000
Tulare	2	554,598	4	1,089,234	6	3,107,840
Los Angeles	3	485,096	6	882,358	3	2,635,000
San Luis Obispo	4	402,289	2	1,377,584	10	2,133,760
Kern	5	390,032	1	1,497,945	2	5,121,920
Riverside	6	348,588	8	676,268	4	4,622,720
Imperial	7	310,708	12	547,455	9	2,616,960
San Diego	8	262,646	5	925,192	7	2,701,440
Kings	9	250,639	9	505,558	13	741,760
Santa Barbara	10	210,353	7	869,781	11	1,753,600
Orange	11	200,945	13	325,703	14	506,880
Ventura	12	189,924	11	384,865	12	1,189,120
San Bernardino	13	175,272	10	415,738	1	12,912,000
Inyo	14	59,904	14	140,029	8	6,394,240
Total		4,490,515		10,781,313		50,245,760

A general picture of the relative importance of the various sections of this territory is given in the tables appearing on this and the following page, which show in itemized for by counties such items as the value of farms themselves; improvements on the farms; the value of the various crops by classes; the acreage in farms; and the number of farms, the most casual study of which will indicate clearly the healthy state of agricultural life in this district.



WM. C. RAE

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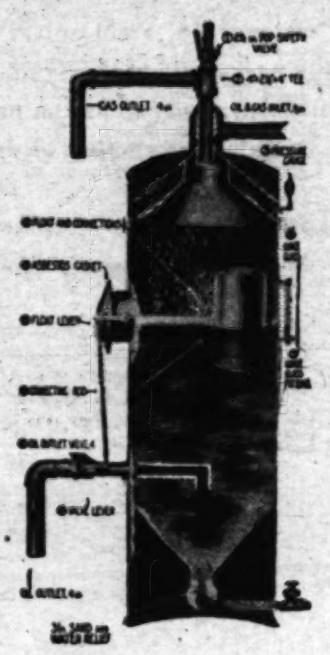
Have Greatest Capacity and Produce Best Separation of Oil and Gas

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SECOND: The oil is spread into a ten-foot sheet and flows for a considerable distance in a thin condition which gives the gas a chance to leave the oil without carrying off any of the gasoline.

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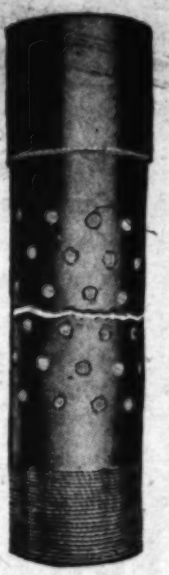
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Sole right to issue our medium of
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Enable you to secure the greatest
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Sane investigation of successful oil properties will
Convince you that all the big
Revenue producing wells in California are
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Every user will tell you that it has
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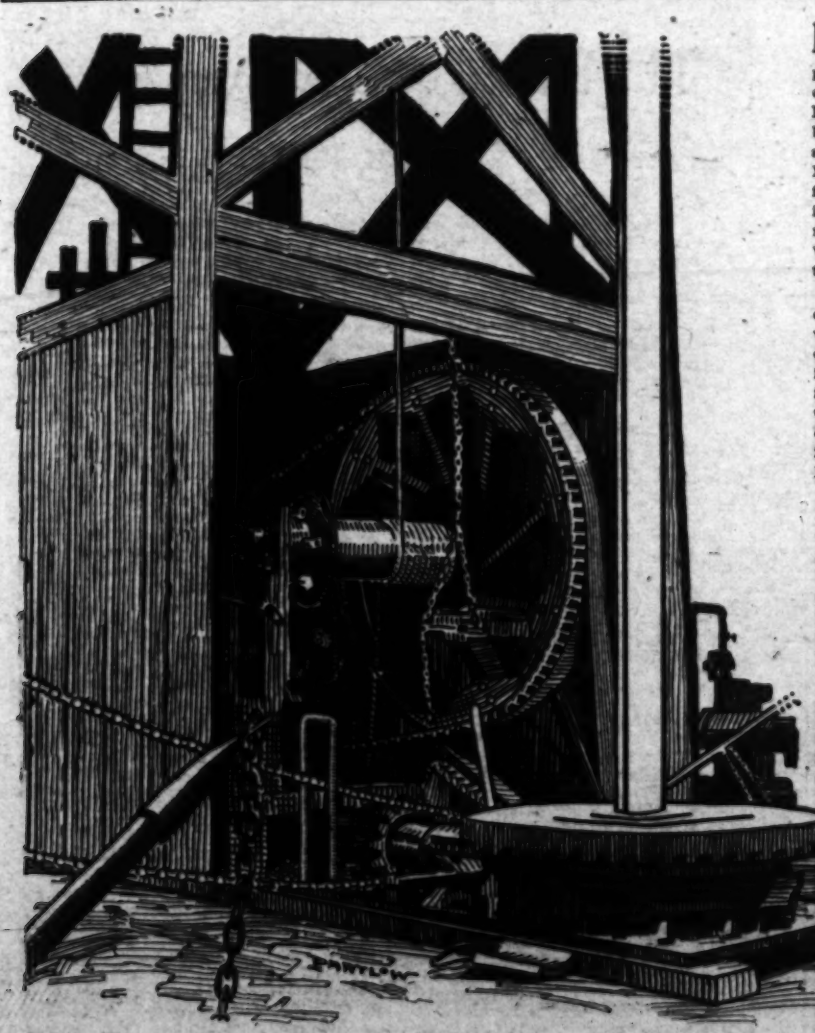


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McKEON DRILLING COMPANY



DURING the year just ended California again led in oil production and its producing area was extended at a number of points, mostly south of the Tehachepi. It seems difficult for the average person to believe that less than a quarter of a century ago, California was importing coal for fuel. Now, California, from its wonderful oil fields, supplies fuel for its rapidly expanding industries, for the needs not alone of many western States, but eastern States as well, and sends shipload after shipload to the Orient, Australia and New Zealand.

As California began to come into her own, the W. D. Head Drilling Company, with Mr. John McKeon at its head as president and general manager, became a most important factor with its rigs in bringing in many of the best producing wells in the Golden State. This company continued under his able management until 1918 when it was sold to the Union Oil Company of Delaware.

Realizing that oil was the industrial hope of the Pacific Coast, Mr. McKeon soon established the McKeon Drilling Company and placed three rigs in the field for service. New extensions of the producing area made it necessary for expansion and today the company is operating thirteen rigs. Its operations are confined entirely to California.

In all, under Mr. McKeon's direction, the Head Drilling Company and the present company have drilled in some 380 wells, many of them the largest producers in the State. Clients include the Associated and subsidiary companies, the Shell Oil Company, the Santa Fe Oil Company, and most of the larger concerns engaged in oil production in California.

At the present time the McKeon Drilling Company has some 200 employees at work, including rig crews, truck drivers and superintendents. General offices of the compay are in the Union Oil Building, Los Angeles.

General Manager McKeon contends that California's oil industry will continue to grow and to be the foundation of the State's prosperity.

"The future of California oil lies in the fuel market," says Mr. McKeon, "but not so extensively as in the past. The future of California's greatest industry is in the manufacturing branches, in the refineries, large and small, general and specialized, that are building all over the State, and from which will come the fuel oil of the future after all its riches in gasoline, kerosene and lubricants have been extracted. The increased use of the internal combustion engine will go far toward promoting the use of the manufactured fuel oil. The developing of the refining or oil manufacturing industry in California is only in its infancy."

Mr. McKeon holds that so greatly has the demand grown for oil within the markets served by California fields and refineries that there need be no alarm felt over invasion by the Mexican oil of the Arizona fuel market. The California product is demanded in every world market now.

The McKeon Drilling Company, besides being one of the best known operating in the California fields, is recognized as one of the largest of its character on the Pacific Coast.



OUR INCREASING POPULATION
Census Figures Show Marvelous Growth of Over 400 Per Cent Data Given 1900 and 1920

SHIPMENTS

ONCE the picture of the general agricultural productivity of this district has been presented, there is the natural question as to the relative importance of various producing districts within the counties for which statistics have been presented.

Unfortunately it is impossible to attempt to divide the counties into small units for the purpose of presenting production information and it is almost impossible to state with any degree of accuracy the exact limit of the agricultural district served by any one city. For that reason, the following tables have attempted to give the picture of the relative importance of the smaller districts within the various counties by showing the actual shipments of a group of the more important agricultural crops from the railroad stations located within the counties. In many cases several stations really belong within one compact district, so that anyone interested in any particular territory may make his own grouping.

In the case of oranges and lemons, there are so many railroad shipping points in the southern half of California that it would have taxed the capacity of this report to have listed each separate shipping point. For that reason, a rough grouping of shipping points has been made in accordance with traffic zone maps prepared by railroad traffic experts. While it is unquestionable that this classification is not one which will give absolute satisfaction to all interested parties, it is, however, based upon a segregation of districts, accepted by authorities on traffic as a legitimate segregation, and with proper use it is capable of presenting the picture of the relative importance of the various Southern California citrus-fruit districts with comparative accuracy.

In the case of walnuts, the figures are given for two years in order that abnormal temporary situations during recent crop years will not be accepted as a normal situation.

With the amount of statistical material at present available, it is practically impossible to give figures for shipments of all of the more important crops of this district and it has been necessary to limit the following statistical tables to those available with sufficient accuracy to justify their publication. The tables are sufficiently inclusive to show the production tendencies with regard to deciduous fruits, citrus fruits, walnuts, vinous fruits, melons, vegetables and beans.

They do not include figures with regard to field crops, as these data are not available. However, even if they were available their accuracy in many cases would be open to very serious question. For example, figures with regard to carload shipments of hay, via railroad, would not give an accurate picture of the production of hay, because in some sections there are very heavy shipments from producing points by automobile trucks; in others, most of the locally produced hay is locally consumed, and in still others railroads are used for major shipments. Because of this, it is better to rely on county totals presented elsewhere, rather than upon figures of railroad shipments.

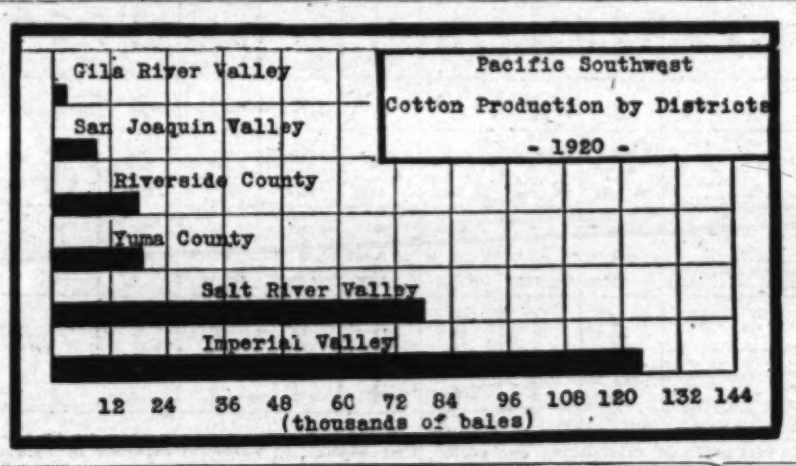
With these qualifications, the following statistics covering the shipment of more than 97,000 carloads of agricultural products of the southern half of California may be accepted as accurate.

VALUE OF FARMS AND FARM PROPERTY IN SOUTHERN HALF OF CALIFORNIA BY COUNTIES

County	Total Value		Land		Buildings		Implements and Machinery		Livestock on Farms		Average Value: All Property per Farm		Average Value: Land per Acre	
	Rank	Value	Rank	Value	Rank	Value	Rank	Value	Rank	Value	Rank	Value	Rank	Value
Los Angeles	1	$396,596,914	1	$340,682,213	1	$33,995,450	2	10,782,774	1	11,136,477	7	$1,871	2	$86.12
Fresno	2	303,094,422	2	260,496,470	2	19,364,721	1	12,116,265	2	11,117,166	6	33,991	5	197.42
Tulare	3	198,984,821	3	167,123,963	3	13,422,065	3	8,651,362	3	9,787,531	9	31,228	7	154.14
Orange	4	176,663,249	4	156,960,321	4	11,370,220	4	5,288,823	12	3,044,080	3	42,183	1	481.91
San Bernardino	5	99,728,993	5	83,064,894	5	10,168,443	7	3,407,629	11	3,088,027	11	24,790	4	199.80
Ventura	6	98,182,960	6	85,583,272	8	5,850,929	5	4,473,843	14	2,494,916	1	63,631	3	221.80
Riverside	7	85,456,776	7	80,337,250	6	7,974,641	6	3,456,194	10	3,488,691	13	34,172	8	118.79
Kern	8	76,914,646	8	61,648,648	12	5,470,748	13	2,090,973	4	9,665,277	4	36,077	13	41.21
Santa Barbara	9	69,264,823	9	56,766,718	9	4,929,729	9	3,038,308	9	4,529,874	2	46,636	11	45.27
Imperial	10	69,171,545	11	54,999,817	13	3,118,447	9	2,950,548	5	8,102,733	12	24,330	6	158.25
Kings	11	67,900,505	10	56,192,782	10	4,143,286	10	2,948,535	8	4,616,882	8	31,276	9	111.15
San Diego	12	64,081,885	12	49,996,330	7	6,923,517	11	2,512,000	7	4,651,038	14	20,026	12	54.04
San Luis Obispo	13	61,515,149	13	48,924,414	11	3,765,162	12	2,443,250	6	6,382,323	5	34,118	14	35.52
Inyo	14	14,945,798	14	10,621,080	14	1,235,175	14	492,558	13	2,596,985	10	28,687	10	75.85
Total		1,792,493,746		1,513,217,142		129,731,487		64,850,067		84,695,000		32,309		140.75

PRODUCTION OF AND ACREAGE PLANTED TO PRINCIPAL FIELD CROPS—OTHER THAN CEREALS

County	BEANS			HAY AND FORAGE TOTAL			ALFALFA			SUGAR BEETS			COTTON		
	Rank	Acreage	Production Bushels	Rank	Acreage	Production Tons	Rank	Acreage	Production Tons	Rank	Acreage	Production Tons	Rank	Acreage	Production Bales
Fresno	10	161	2,856	2	94,921	303,790	2	64,056	255,322	..	.....	.....	3	5,551	1,674
Imperial	14	2	32	4	61,452	123,430	4	48,508	96,439	..	.....	.....	1	56,938	26,343
Inyo	12	20	183	12	17,885	52,579	9	13,169	40,703	10	13	33	..	.....	.....
Kern	11	102	1,623	6	50,124	118,711	5	30,543	93,799	..	.....	.....	4	1,296	847
Kings	13	8	78	7	42,942	93,793	7	30,316	71,581	9	300	1,694	5	640	252
Los Angeles	3	50,505	546,050	3	125,542	269,554	3	25,992	122,131	1	21,702	170,214	..	.....	.....
Orange	4	36,759	481,959	13	34,284	39,963	12	2,926	10,784	2	15,093	112,607	..	.....	.....
Riverside	8	719	8,305	5	57,114	118,891	6	17,694	74,898	7	1,100	6,131	2	22,482	17,169
San Bernardino	7	564	8,421	8	37,247	87,544	8	11,244	43,395	6	1,294	9,298	..	.....	.....
San Diego	6	16,067	120,243	10	72,641	77,928	10	4,814	20,121	8	423	3,887	..	.....	.....
San Luis Obispo	5	26,330	385,827	9	52,665	86,329	11	3,877	13,591	5	2,215	31,919	..	.....	.....
Santa Barbara	2	86,578	1,117,726	11	40,683	59,227	14	2,190	7,086	4	4,165	54,874	..	.....	.....
Tulare	9	253	3,353	1	103,246	347,056	1	53,533	277,135	..	.....	.....	6	297	114
Ventura	1	118,217	1,646,898	14	36,216	36,467	13	3,304	8,912	3	10,024	77,167	..	.....	.....
Total		336,285	4,323,054		826,962	1,815,262		312,166	1,135,188		56,329	467,824		87,204	46,399



LEMON SHIPMENTS
From Southern Half of California by Counties and Shipping Points
1921

	Rank	Cars	Per Cent of Total
LOS ANGELES COUNTY:			
Whittier District	3	1,028	8.75
Pomona District	5	934	8.03
San Fernando District	10	523	4.45
Pasadena District	11	334	2.82
Glendora District	13	292	2.50
Alhambra District	15	232	2.02
Los Angeles District	19	90	.78
Monrovia District	24	59	.51
Covina District	26	42	.36
Wilmington District	29	1	.00
Total	1	3,535	30.22
VENTURA COUNTY:			
Santa Paula District	1	1,155	9.85
Ventura District	8	906	7.65
Total	2	2,061	17.50
ORANGE COUNTY:			
Santa Ana District	4	1,023	8.69
Fullerton District	7	908	7.70
Anaheim District	18	99	.83
Total	3	2,030	17.22
SAN BERNARDINO CO.:			
Ontario District	2	1,069	9.10
San Bernardino District	14	236	2.02
Redlands District	28	10	.08
Total	4	1,315	11.20
SAN DIEGO COUNTY:			
San Diego District	6	918	7.79
Escondido District	17	222	1.82
Total	5	1,[illegible]	9.61
RIVERSIDE COUNTY:			
Corona District	9	[illegible]	6.01
Pranda District	16	[illegible]	1.89
Arlington District	25	8	.32
Riverside District	26	42	.26
Highgrove District	27	18	.15
Others	..	14	.12
Total		1,082	8.75
SANTA BARBARA CO.:			
Santa Barbara District		326	2.75
Carpinteria		75	.61
Miramar		42	.32
Total	7	443	3.68
TULARE COUNTY:			
Porterville District	20	77	.66
Exeter	22	66	.56
Lindsay	23	64	.54
Sultana	29	1	.00
Total	8	208	1.74
FRESNO COUNTY	9	5	.00
SOUTHERN HALF OF CALIFORNIA—Total		11,789	99.92

WALNUT SHIPMENTS FROM SOUTHERN HALF OF CALIFORNIA
By Counties and Shipping Points

	1920			1921		
	Rank	Tons	Per Cent of State Total	Rank	Tons	Per Cent of State Total
ORANGE COUNTY:						
Santa Ana	2	2,445	13.0%	1	3,842	19.8%
Fullerton	3	1,511	8.0	3	1,654	8.4
Anaheim	9	606	3.2	10	595	3.1
Orange	10	570	3.0	9	676	3.5
Francis	10	557	3.0	8	761	3.9
Garden Grove	14	398	2.1	12	413	2.2
Capistrano	16	283	1.5	16	270	1.3
Dos Moines	20	167	0.9	19	162	.8
Total	1	6,537	34.7%	1	8,373	43.0%
LOS ANGELES COUNTY:						
Puente	4	1,288	6.8%	..	715	3.7%
Whittier	7	1,133	6.0	5	1,280	6.6
El Monte	8	1,042	5.6	7	995	5.1
Rivera	11	533	2.8	11	575	2.9
Walnut	13	405	2.2	13	362	1.8
Lankershim	18	257	1.3	21	88	0.5
Los Angeles	18	252	1.3	15	255	1.4
Florence	23	83	0.5	22	80	0.4
Leffingwell	25	59	0.3	24	37	0.1
Total	2	5,077	26.9%	3	4,377	22.5%
VENTURA COUNTY:						
Satiecy	1	2,641	14.0%	2	2,096	10.9%
Santa Paula	6	1,275	6.6	4	1,408	7.6
Oxnard	15	327	1.7	15	280	1.4
Moorpark	17	266	1.4	15	283	1.4
Santa Susanna	19	193	1.0	17	184	1.0
Limeo	19	190	1.0	18	173	0.9
Simi	24	78	0.4	23	99	0.5
Fillmore	26	29	0.2	24	28	0.1
Total	3	4,996	26.5%	2	4,511	23.6%
SANTA BARBARA COUNTY:						
Goleta	5	1,310	6.7%	6	1,113	5.8%
Carpinteria	12	472	2.5	14	314	1.6
Coromar	22	126	0.7	22	88	0.4
Santa Barbara	22	111	0.7	..	.....	.....
Total	4	2,019	10.6%	4	1,515	7.8%
SAN BERNARDINO COUNTY:						
Chino	21	155	0.8%	19	168	0.8%
Total	5	155	0.8	5	168	0.8
RIVERSIDE COUNTY:						
Homet	21	149	0.8%	20	151	0.7%
Total	6	149	0.8%	6	151	0.7%
SOUTHERN CALIFORNIA		18,933			19,096	

FRESH PEACH SHIPMENTS FROM SOUTHERN HALF OF CALIFORNIA—1921

	Amount in Car Loads	Per Cent of State Total	1921 Rank
FRESNO COUNTY:			
Reedley	516	7.46	1
Parlier	300	4.34	2
Fresno	250	3.61	4
Kingsburg	140	2.10	7
Colvis	112	1.62	9
Selma	112	1.62	9
Sanger	93	1.34	10
Del Rey	71	1.02	12
Fowler	42	.60	15
Clovis	42	.60	15
All Others	42	.60	15
Total	1,720	24.91	
TULARE COUNTY:			
Exeter	203	2.58	5
Visalia	116	1.47	8
Dinuba	86	1.09	11
Farmerville	33	.42	16
Porterville	24	.43	17
All Others	50	.64	13
Total	527	6.69	
KINGS COUNTY:			
Hanford	287	3.66	3
Armona	150	1.92	6
Hardwick	18	.23	19
Total	455	5.81	
SAN BERNARDINO COUNTY:			
Redlands	48	.61	14
Bloomington	31	.39	18
Ontario	17	.22	20
Total	96	1.22	
LOS ANGELES COUNTY:			
Owensmouth	9	.11	21
SAN DIEGO COUNTY:			
Escondido	2	.03	22
KERN COUNTY:			
Gosford	1	.01	23
SOUTHERN HALF OF CALIFORNIA—Total	2,810	35.73	

ORANGE SHIPMENTS
From Southern Half of California by Counties and Shipping Points
1921

	Rank	Cars	Per Cent of Total
LOS ANGELES COUNTY:			
Pomona District	1	4,926	10.17
Covina District	8	2,536	5.26
Whittier District	9	2,236	4.64
Monrovia District	10	2,045	4.25
Glendora District	11	1,357	2.81
Alhambra District	16	920	2.01
Pasadena District	17	788	1.63
San Fernando District	20	570	1.18
Los Angeles District	34	34	.0007
Total	1	15,412	31.95
ORANGE COUNTY:			
Fullerton District	2	3,781	7.73
Anaheim District	4	3,329	6.95
Santa Ana District	7	3,178	6.60
Total	2	10,288	21.28
SAN BERNARDINO CO.:			
Ontario District	5	3,295	6.90
San Bernardino District	6	3,180	6.61
Redlands District	6	3,180	6.61
Total	3	9,655	20.12
TULARE COUNTY:			
Lindsay District	3	3,633	7.55
Porterville District	13	1,287	2.75
Exeter District	14	1,139	2.32
Sultana District	27	144	.30
Total	4	6,203	12.92
RIVERSIDE COUNTY:			
Riverside District	12	1,344	2.78
Casa Blanca District	18	771	1.69
Corona District	19	737	1.58
Highgrove District	21	478	.99
Pachappa District	22	456	.95
Arlington District	23	277	.57
Pranda District	25	199	.44
Hemet District	30	144	.23
North Street District	33	70	.14
Others		82	.17
Total	5	4,528	9.54
VENTURA COUNTY:			
Santa Paula District	15	939	1.95
Ventura District	24	212	.44
Total	6	1,151	2.39
FRESNO COUNTY:			
Sanger District	26	180	.37
Reedley District	28	128	.27
Total	7	308	.64
SAN DIEGO COUNTY:			
San Diego District	29	125	.26
Escondido District	32	84	.17
Total	8	209	.43
KERN COUNTY (Edison)	31	85	.18
IMPERIAL COUNTY (Imperial)	35	21	.04
SANTA BARBARA COUNTY (Santa Barbara)	36	15	.0003
SOUTHERN HALF OF CALIFORNIA—Total		47,875	99.49

RAISIN RECEIPTS BY PLANTS
For Southern Half of California
1921

	Amount in Tons	Per Cent of State Total	1921 Rank
FRESNO COUNTY:			
Fresno	18,869	11.85	1
Parlier	13,744	8.63	2
Selma	11,874	7.46	4
Fowler	10,017	6.28	5
Reedley	9,734	6.11	6
Del Rey	9,502	5.97	7
Kingsburg	8,973	5.63	8
Clovis	7,420	4.66	9
Sanger	6,187	3.89	10
Biola	5,577	3.50	11
Burrows	4,778	3.00	12
Lone Star	4,571	2.87	13
Monmouth	4,524	2.84	14
Oleander	4,012	2.52	15
Forsey	1,677	1.05	20
Caruthers	1,227	.77	22
Malaga	859	.53	23
Las Palmas	645	.40	25
Total	124,488	78.14	
TULARE COUNTY:			
Dinuba	12,374	7.77	8
Cutler	3,351	2.10	17
Sultana	2,507	1.57	19
Yettem	1,286	.80	21
Total	19,518	12.24	
KINGS COUNTY:			
Armona	3,734	2.34	16
Hanford	2,946	1.85	18
Lemoore	856	.53	24
Total	7,536	4.72	
SAN DIEGO COUNTY (El Cajon)	195	.08	26
SOUTHERN HALF OF CALIFORNIA—Total	151,677	95.18	



Lighting the Orient



Terminal Warehouse at Los Angeles Harbor Showing Shipment of "PECO" Brand Kerosene and Gasoline

FILLING an increasingly important position in the trade relations of this country with the Orient, the business of the Petroleum Export Corporation of Los Angeles has shown a remarkable growth since the reopening of the channels of commerce between the western and eastern hemispheres. Operating refineries in Los Angeles and Oklahoma and with export terminals here and at New Orleans, La., this corporation is the only independent oil company on the Pacific Coast marketing oil products exclusively for export. Annually from Los Angeles Harbor alone it exports approximately 10,000,000 gallons of its refined products, which include gasoline, kerosene, gas oil and lubricants. This large volume goes to the Orient, Australia and New Zealand.

The corporation maintains an efficient corps of agents and personal representatives all over its territory.

The Los Angeles Harbor Terminal is equipped to handle 20,000 cases daily as well as to take care of all shipments called for in drums and barrels. There is further equipage for loading bunker fuel and for loading tank steamers.

The Petroleum Export Corporation handles the bulk of the Oriental case oil business on the Pacific Coast.

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FRUITS AND NUTS

ASKUCH as approximately 60 per cent of the annual agricultural production of

ADVANCE PLANTED TO FRUITS AND NUTS IN SOUTHERN HALF OF CALIFORNIA BY COUNTIES
(Exclusive of Vine Produced Fruits)

COUNTY	TOTAL		BEARING		NON-BEARING	
	Rank	Acreage	Rank	Acreage	Rank	Acreage
Los Angeles	1	118,103	1	92,706	1	25,396
Tulare	2	78,429	2	65,706	2	12,723

a few decades ago was, if not actual, at least comparable to desert waste.

In the short space available the tables showing the relative importance of the various counties of this territory in the production of the various types of fruits and

The Unchanging Climate of Los Angeles

Interesting Statistics of Weather Conditions Prove That Southland Has Superior Temperature

By Dr. Ford A. Carpenter, Manager of Department of Meteorology and Aeronautics, Los Angeles Chamber of Commerce



IN CONSIDERING local climate, it should be noted that Los Angeles has one of the shortest thermometers in the United States. The official records show that there were 345 days, during the year 1922, when the thermometer did not go lower than 40 degrees nor higher than 90 degrees. Once, on Sept. 17, the temperature rose to 102 degrees, marking the highest for five years, and on Jan. 20 the thermometer registered the lowest mark, 31 degrees. The average height of the thermometer during the warmest part of the day was 72 degrees, and the average minimum temperature during the coolest period was 54 degrees. In other words, the difference between night and day temperatures for the twelve months averaged 18 degrees.

* * *

What is Relative Humidity?

MUCH is written about relative humidity, and comparatively few readers clearly comprehend exactly what is meant. When meteorologists state, for example, that the average humidity at 12 noon was 53 per cent, it is meant that a trifle more than half of the air was saturated. A dense, dripping fog, or mist, may be taken to represent 100 per cent, and practically intense dryness, 1 or 2 per cent. An instance of extreme dryness occurred in Los Angeles on the occasion when the thermometer rose to 102 degrees. The air moisture was at so low an ebb at that time that a saucerful of water almost immediately disappeared. The ensuing evaporation reduced the apparent temperature so that persons were not aware of the extreme heat because of the dryness of the air. This is one of the desert characteristics of the Los Angeles climate. The early morning relative humidity averaged 78 per cent in Los Angeles, and the sunset humidity 60 per cent. Invariably, whenever the temperature rises, the humidity decreases.

Eighteen inches of rain fell during the year, occurring during December, January, February and March. Such is the concentration of rain during one period, that between the last rain of spring and the first rain of autumn, six months elapsed. Much is written about the "rainy season": the rainy season, so-called, is enlivened by a large number of clear days. For example, during last year there were but two days each without sunshine in January and February, although rain occurred on six and eight days during these same months. Rain fell on a total of thirty-four days during the year, the greatest amount in any one day, 2.56 inches, occurred during the last of January.

The sun shone during 74 per cent of the daylight during the year; the least amount of sunshine occurred in February and the greatest in September. The winds were mostly from the southwest, averaging less than six miles per hour; the highest velocity was forty-three miles per hour on December 3. During the year there were fourteen days without sunshine, two with thunderstorms, and fifteen foggy days, or days when an hour or more of fog was observed.

* * *

A Normal Weather Year

REALIZING that a climate should be studied more for its extremes in weather than for averages, a special table has been prepared giving the highest and lowest temperatures and other extremes for the half-century period. Taking as a criterion 90 degrees for hot weather and 40 degrees for cold weather, this record shows that there are twelve days in the year when the thermometer rises above 90 and thirteen days when it drops to below 40. There are records of sixteen times in forty-six years when freezing temperatures occurred in Los Angeles.

It is not generally realized that the air is more moist in summer than in winter notwithstanding that all of the rains occur in the winter. It is the relative high humidity of the spring, summer and autumn months that prevents the drying up of vegetation during the rainless three-quarters of the year. The longest dry period occurred in 1881 when 172 days passed without rain, and the wettest period consisted of ten days in February. As for wind, Los Angeles has a very low average wind velocity owing to its sheltered location. The wind averages five miles per hour, and the total number of winds of twenty-five miles per hour (officially classed as a "moderate breeze") is five for the year, averaging one each for January, February, March, April and December.

As to sunshine, the average number of days of sunshine is 354; January, February, March and April average two each without sunshine, and April, May, November and December one each.

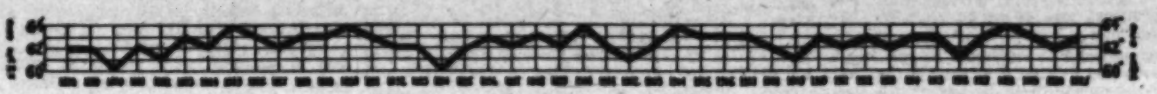
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Is the Climate Changing?

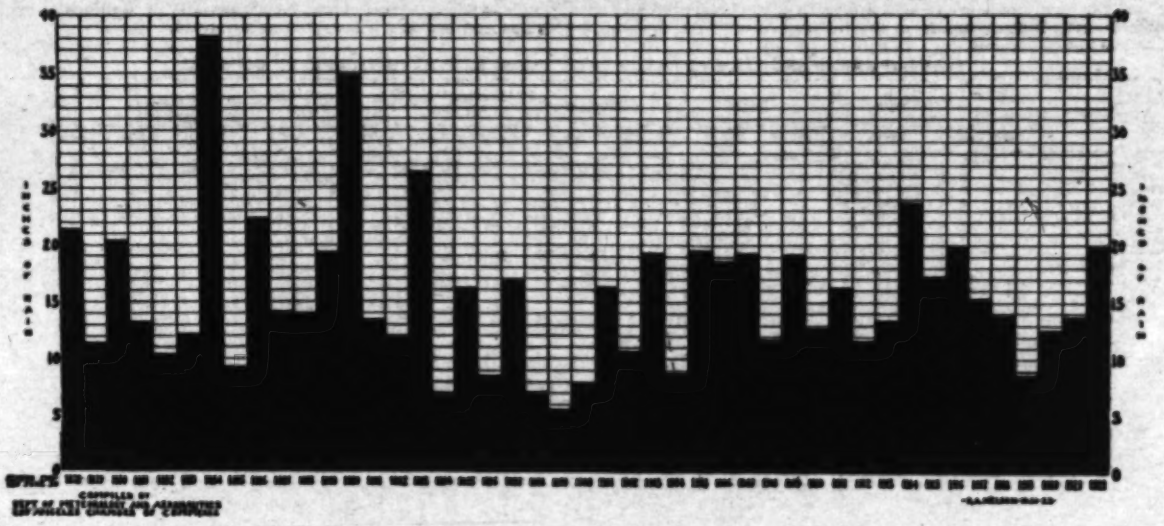
THIS is one of the most frequent questions asked meteorologists, "Is the climate changing?" and the questioner generally expects an affirmative answer. The

(CONTINUED ON PAGE NINE)

AVERAGE ANNUAL TEMPERATURE LOS ANGELES, CALIFORNIA



SEASONAL RAINFALL LOS ANGELES, CALIFORNIA



TEMPERATURE, HUMIDITY, RAINFALL AND WEATHER FOR THE PAST 46 YEARS

Data Compiled from the Records of the U. S. Weather Bureau—Col. H. B. Hersey, Meteorologist in Charge—by the Department of Meteorology and Aeronautics Los Angeles Chamber of Commerce

	January	February	March	April	May	June	July	August	September	October	November	December	Year
Temperature:													
Normal	54.3	55.1	56.9	59.4	62.5	66.7	70.4	71.5	69.5	64.6	60.3	56.5	62.2
Highest	89	92	99	100	103	105	109	106	108	102	96	89	109
Day and year	17, 1920	25, 1921	29, 1879	28, 1910	25, 1894	7, 1900	26, 1891	19, 1885	21, 1885	3, 1885	3, 1890	29, 1897	July 25, 1891
Lowest	28	28	31	36	40	46	49	49	44	40	34	30	28
Day and year	7, 1913	6, 1883	9, 1893	8, 1901	16, 1883	13, 1894	12, 1888	30, 1901	23, 1880	22, 1892	19, 1886	21, 1897	Feb. 6, 1883
Average number of days thermometer was above 80°	‡	1	2	3	3	7	16	15	13	8	5	2	78
Average number of days thermometer was above 90°	0	‡	‡	‡	‡	1	2	3	3	2	‡	0	12
Average number of days thermometer was above 100°	0	0	0	0	‡	‡	‡	‡	‡	0	0	0	‡
Average number of days thermometer was below 40°	5	3	1	‡	0	0	0	0	0	0	1	3	13
Average number of days thermometer was below 30°	‡	‡	0	0	0	0	0	0	0	0	0	0	‡
Relative Humidity:													
5 a.m. (35 years—1888-1922)	68	75	78	82	87	88	89	87	82	76	65	61	78
5 p.m. (35 years—1888-1922)	63	63	65	68	65	62	61	62	62	65	62	60	63
Rainfall:													
Normal	2.84	2.91	3.00	1.13	0.48	0.07	0.00	0.00	0.06	0.77	1.43	2.90	15.64
Greatest in 24 hours	4.20	5.12	3.35	2.99	1.76	0.87	0.24	0.28	1.23	3.62	3.79	4.34	5.12 Feb., 1913
Longest period consecutive rainy days (0.01 inch)	7**	10, 1918	9, '84 & '11	5, '80 & '15	5**	3, 1884	2**	3, 1894	5, 1919	6, 1907	5, 1885	7, '80 & '21	10, Feb., 1918
Longest period (days) without rain (0.01 inch)	26, 1891	29, 1912	26, 1915	28, 1892	31**	30**	31**	31**	30**	31**	30**	31, 1901	172, 1881
Wind:													
Prevailing direction	NE	NE	W	W	W	W	W	W	W	W	NE	NE	W
Average hourly velocity (miles per hour)	5.2	5.4	5.4	5.3	5.2	5.0	4.8	4.6	4.6	4.6	4.7	5.1	5.0
Maximum velocity for 5 minutes (direction and year)	48, NE '82	42, NW '12	46, SW '81	42, W '83	36, W '94*	34, SW '07	24, SW '07	24, NE '04	38, S '08	34, NE '87	43, NE '21	43, NE '21	48, NE Jan. 1882
Average number of days with winds 25 miles per hour or over and prevailing direction during such velocities (33 years—1890-1922)	1 NW	1 NW	1 SW	1 NW	‡ SW	‡ SW	0	0	‡ S & NE	‡ S & SW	‡ NW	1 NW	5 NW
Weather:													
Average number of days without sunshine (1905-1922)	2	2	2	1	1	1	0	1	1	1	1	1	11
Average number of clear days	14	12	12	12	10	12	15	17	16	17	17	17	171
Average number of partly cloudy days	9	9	11	12	15	15	15	13	12	10	9	8	135
Average number of cloudy days	8	7	8	6	6	3	1	1	2	4	4	6	56
Average number of days with .01" or more precipitation	7	6	7	4	2	1	‡	‡	1	3	3	5	39
Average number of days with .25" or more precipitation	3	3	3	1	‡	‡	0	‡	‡	1	1	3	15
Average number of days with dense fog	1	2	2	2	2	3	4	3	4	3	2	1	29

‡Less than one. *Also on other dates. **Various years.

ANNUAL METEOROLOGICAL SUMMARY FOR LOS ANGELES, CALIFORNIA, YEAR 1922*

	TEMPERATURE (Deg. Fahr.)							MOISTURE							WIND				NUMBER OF DAYS WITH									
	Mean			Extremes				Relative Humidity Per Ct.			Precipitation (in inches)						Maximum (for five minutes)												
	Maximum	Minimum	Monthly	Maximum	Date	Minimum	Date	5 a.m.	12 noon	5 p.m.	Total	Maximum in 24 hours	Date	Days with 0.01 inch or more	Per cent of Sunshine	Average Hourly Velocity	Prevailing Direction	Velocity	Direction	Date	Clear	Partly Cloudy	Cloudy	Without Sunshine	Thunderstorms	Dense Fog	Lowest Temperature Below 40°	Highest Temperature 90° or Above
January	62	44	53	77	13	31	20	60	49	56	4.64	2.56	29-30	6	72	6.3	NE	33	E	29	18	8	5	2	0	1	5	0
February	61	47	54	75	15	28	3	82	65	69	3.47	1.29	7-8	8	56	6.3	E	27	S	9	11	7	10	2	0	2	1	0
March	64	46	56	81	20	29	12	78	56	61	1.64	1.14	11	5	72	6.2	SW	29	S	16	15	7	9	0	1	1	1	0
April	66	49	58	86	19	42	13	76	49	57	0.10	0.10	4	1	72	7.0	SW	34	NW	15	14	12	4	3	0	0	0	0
May	72	53	63	92	13	43	10	87	58	60	0.62	0.55	8-9	2	70	5.5	SW	28	SW	9	17	9	5	1	0	1	0	1
June	73	58	66	90	19	54	12	88	56	60	T	T	25	0	82	5.2	SW	19	SW	29	20	8	2	0	0	2	0	1
July	79	60	70	93	15	57	27	92	59	66	T	T	15	0	79	5.1	SW	22	NW	15	21	8	2	0	0	1	0	0
August	84	63	73	96	27	37	21	82	50	55	0	0	..	0	86	4.8	SW	15	SW	14	26	5	1	0	0	0	0	3
September	84	62	73	102	17	37	5	81	46	46	0	0	..	0	89	4.8	SW	14	W	7	24	6	0	0	0	2	0	4
October	75	56	65	90	1	50	30	74	46	53	0.24	0.24	27	1	81	5.1	SW	24	NW	28	22	8	1	0	0	1	0	2
November (1921)	73	53	63	94	3	45	18	64	45	52	0.05	0.05	27	1	77	4.8	NE	21	N	17	15	*11	4	0	0	1	0	2
December (1921)	68	52	60	82	10	46	23	69	56	65	7.90	2.37	19-20	10	56	6.7	NE	43	NE	3	13	6	12	6	0	0	0	0
The Year	72	54	63	102	Sep. 17	31	Jan. 20	73	53	60	18.69	2.56	Jan. 29-30	34	74	5.6	SW	43	NE	Dec. 3	215	95	55	14	2	15	7	13

*Nov. and Dec. are of 1921.

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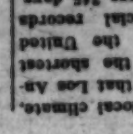
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The Unchanging Climate of Los Angeles

Interesting Statistics of Weather Conditions Prove That Southland Has Superior Temperature

By Dr. Ford A. Carpenter, Manager of Department of Meteorology and Aeronautics, Los Angeles Chamber of Commerce

AVERAGE ANNUAL TEMPERATURE LOS ANGELES, CALIFORNIA



IN CONSIDERING local climate, it should be noted that Los Angeles has one of the shortest thermometers in the United States. The official records of the Weather Bureau show that the highest temperature recorded in the last 30 years was 110 degrees, and the lowest 28 degrees. The average annual temperature is 63.5 degrees.

FRUITS AND NUTS

INASMUCH as approximately 60 per cent of the annual agricultural production of the southern half of California, from the standpoint of value, consists of fruits and nuts, these agricultural products are entitled to special consideration in the presentation of any picture of the economic life of this district.

It is a remarkable fact that while fruits and nuts account for approximately 60 per cent of the agricultural output of this district from the standpoint of value, having an annual value of approximately $177,000,000 out of $296,000,000, from the standpoint of improved farm acreage they represent only about 12 per cent of the agricultural portion of this territory, there being approximately 550,000 acres planted to fruits and nuts out of approximately 4,500,000 acres of improved farm land.

Citrus fruits are, of course, the most important of all of the fruit crops, with approximately 223,000 bearing acres and 27,000 nonbearing acres planted to citrus fruits, which are supporting in excess of 16,000,000 trees, approximately 13,000,000 of which are bearing and a little more than 3,300,000 of which have not yet come into bearing.

ACREAGE PLANTED TO FRUITS AND NUTS IN SOUTHERN HALF OF CALIFORNIA BY COUNTIES
(Exclusive of Vines Producing Fruits)

COUNTY	TOTAL Rank	TOTAL Acreage	BEARING Rank	BEARING Acreage	NON-BEARING Rank	NON-BEARING Acreage
Los Angeles	1	118,102	1	92,706	1	25,396
Tulare	2	78,429	2	68,236	5	10,194
San Bernardino	3	70,826	3	60,949	6	9,877
Orange	4	60,594	4	55,564	8	4,949
Fresno	5	58,148	6	36,718	2	21,430
Riverside	6	52,928	8	40,993	4	11,935
Ventura	7	39,454	7	31,554	7	7,900
San Diego	8	33,140	9	19,941	10	3,199
San Luis Obispo	9	20,642	10	7,118	8	13,524
Kings	10	9,258	9	8,263	12	995
Kern	11	8,246	12	4,541	9	3,705
Santa Barbara	12	7,119	11	6,556	13	563
Inyo	13	1,912	13	798	11	1,114
Imperial	14	472	14	312	14	160
Total		548,581		434,249		114,332

NUT ACREAGE IN SOUTHERN HALF OF CALIFORNIA BY COUNTIES

COUNTY	WALNUTS Bearing Rank	WALNUTS Bearing Acreage	WALNUTS Non-Bearing Rank	WALNUTS Non-Bearing Acreage	ALMONDS Bearing Rank	ALMONDS Bearing Acreage	ALMONDS Non-Bearing Rank	ALMONDS Non-Bearing Acreage
Los Angeles	1	23,361	1	5,573	3	762	2	426
Ventura	2	14,005	2	3,151	4	494	6	40
Orange	3	13,000	3	1,500	..	....	..	.....
Santa Barbara	4	4,600	10	75	..	....	..	.....
San Diego	5	1,372	6	391	6	221	3	288
Riverside	6	1,136	5	1,126	2	1,553	4	275
San Bernardino	7	1,129	4	1,143	9	2	9	13
Tulare	8	624	7	222	5	468	5	250
San Luis Obispo	9	355	9	175	1	2,000	1	11,650
Fresno	10	140	9	120	8	84	6	167
Kern	11	10	11	20	7	123	7	90
Total		59,782		13,501		5,907		13,199

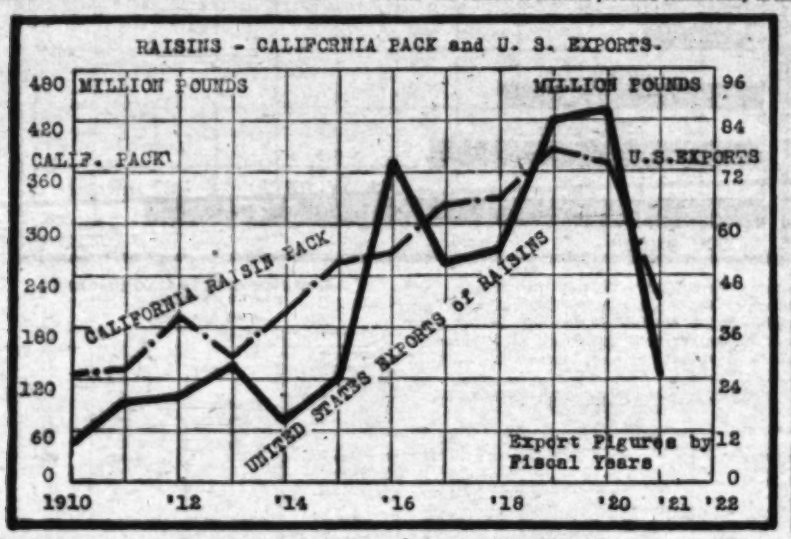
Note—No walnuts or almonds produced commercially in Kings, Imperial or Inyo Counties.

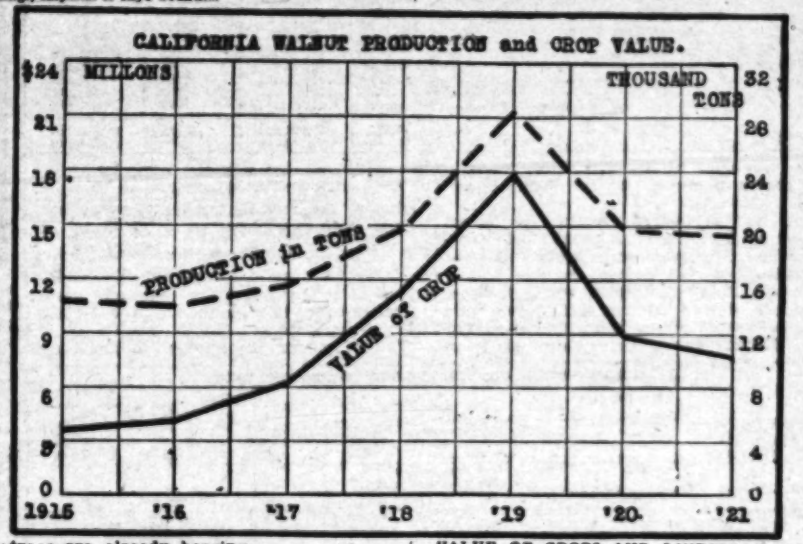
a few decades ago was, if not actual, at least comparable to desert waste.

In the short space available the tables showing the relative importance of the various counties of this territory in the production of the various types of fruits and nuts produced in this district must suffice to give a fair picture of the location of the various fruit districts and of the relative importance of the various counties in fruit and nut production.

CANTALOUPE SHIPMENTS FROM SOUTHERN HALF OF CALIFORNIA—1921

	Amount in Car Loads	Per Cent of State Total	1921 Rank
IMPERIAL COUNTY:			
Brawley	5,189	39.30	1
El Centro	2,041	15.50	2
Heber	1,694	12.90	3
Imperial	1,043	8.10	4
Calexico	621	4.70	5
Westmoreland	66	.48	7
Calipatria	8	.05	10
Total	10,682	81.03	
KERN COUNTY:			
Delano	150	1.13	6
Bakersfield	1	.01	11
Total	151	1.14	
TULARE COUNTY:			
Exeter	23	.17	8
Lindsay	16	.12	9
Total	39	.29	
SOUTHERN HALF OF CALIFORNIA—Total	10,872	82.46	





Oranges are naturally the largest citrus fruit crop, with approximately 190,000 acres planted to orange trees in this district, approximately 100,000 to 105,000 of which are navel and 85,000 to 90,000 are Valencias. Due to the fact that the Valencia bearing season starts shortly after the close of the navel season and the navel season closely follows the Valencia season, and to scientific marketing methods California is shipping ripe oranges to market almost every month out of the year.

Next in importance to the citrus fruits are the grapes and raisins produced in the vineyards of this district, there being in excess of 90,000,000 bearing grapevines and 17,000,000 nonbearing grapevines.

It is not generally realized that California is highly important as a producer of deciduous fruits, with in excess of 11,500,000 deciduous fruit trees in orchards in the southern half of the State, 8,700,000 of which are bearing and 2,800,000 have not yet entered the bearing state. Of these, the most important are peaches, apricots, apples, figs and prunes; with in excess of 66,000 acres planted to peaches; 39,000 acres to apricots; 18,000 acres to prunes; 20,000 acres to apples; 12,000 acres to pears; 26,000 acres to figs and 17,000 acres to olives.

But this alone does not tell the whole story, for there are in excess of 90,000 acres planted to nuts and supporting more than 2,000,000 nut trees, 73,000 acres of which are English walnuts and 19,000 acres almonds. Just a little less than three-fourths of these trees are already bearing.

It is in the marketing of these fruit crops that the co-operative marketing associations of California have become famous and a great deal of the rapid increase in the production of these crops during the past decade is due to the results achieved by the co-operative marketing associations. In many cases the production of fruit has approximately doubled since the organization of the co-operative marketing associations handling the crops.

The various fruit districts are spread throughout this territory and if space permitted each would furnish a subject for a highly interesting story of the development of the economic life of this district, for most of these highly productive orchards and vineyards are planted upon soil which

VALUE OF CROPS AND LIVESTOCK IN TULARE COUNTY

Crops	1909-10	1919-20
Cereals	$1,442,685	$3,335,240
Other grains and seeds	17,311	30,460
Hay and forage	1,362,669	7,598,204
Vegetables	192,030	139,871
Fruits and nuts	2,053,596	19,416,780
All others	285,763	26,786
	$5,353,994	$30,547,341
Livestock		
Cattle	$2,713,596	$5,673,457
Dairy products	983,432	2,564,735
Horses	2,334,909	1,691,440
Swine	301,227	903,067
Sheep	79,930	438,941
Poultry and eggs	325,654	859,029
	$6,738,752	$12,131,699

Total Deciduous Fruit Acreage in Southern Half of California by Counties

COUNTY	BEARING Rank	BEARING Acres	NON-BEARING Rank	NON-BEARING Acres
Fresno	1	34,501	1	20,247
Tulare	2	28,101	3	9,841
Los Angeles	3	16,881	4	6,276
San Bernardino	4	16,082	5	4,369
Riverside	5	15,223	2	9,186
Kings	6	5,248	11	990
Ventura	7	8,038	7	2,242
San Diego	8	7,506	8	1,836
San Luis Obispo	9	4,763	9	1,699
Kern	10	3,208	6	3,463
Orange	11	1,114	12	200
Santa Barbara	12	845	13	181
Inyo	13	798	10	1,144
Imperial	14	192	14	60
Total		145,502		60,884

LETTUCE SHIPMENTS FROM SOUTHERN HALF OF CALIFORNIA—1921

	Amount in Car Loads	Per Cent of State Total	1921 Rank
LOS ANGELES COUNTY:			
Los Angeles	4,420	45.70	.
San Fernando	4.2	4.25	4
Gardena	220	2.30	7
San Gabriel	54	.55	11
Wingfoot	45	.44	13
Talmadge	27	.27	14
Overnmouth	23	.24	16
All Others	42	.42	
Total	5,343	55.17	
IMPERIAL COUNTY:			
Brawley	1,577	16.60	2
El Centro	567	6.08	3
Heber	577	5.96	4
Calexico	328	3.40	6
Calipatria	227	2.10	8
Westmoreland	156	1.50	9
Imperial	137	1.40	10
Total	3,580	36.94	
ORANGE COUNTY:			
Santa Ana	46	.47	12
Irvine	24	.25	15
Garden Grove	3	.03	19
Total	73	.75	
RIVERSIDE COUNTY:			
Corona	16	.10	17
SAN BERNARDINO COUNTY:			
Canton	6	.06	18
SAN DIEGO COUNTY	2	.02	
SOUTHERN HALF OF CALIFORNIA—Total	9111	94.14	

NUMBER OF FRUIT AND NUT TREES AND VINES IN SOUTHERN HALF OF CALIFORNIA

COUNTY	GRAPE-VINES Bearing Rank	GRAPE-VINES Bearing Vines	GRAPE-VINES Non-Bearing Rank	GRAPE-VINES Non-Bearing Vines	DECIDUOUS FRUITS Bearing Rank	DECIDUOUS FRUITS Bearing Trees	DECIDUOUS FRUITS Non-Bearing Rank	DECIDUOUS FRUITS Non-Bearing Trees	CITRUS FRUITS Bearing Rank	CITRUS FRUITS Bearing Trees	CITRUS FRUITS Non-Bearing Rank	CITRUS FRUITS Non-Bearing Trees	NUTS Bearing Rank	NUTS Bearing Trees	NUTS Non-Bearing Rank	NUTS Non-Bearing Trees
Fresno	1	59,868,677	1	12,110,726	1	2,914,642	4	271,337	9	168,690	8	88,697	10	10,712	8	15,197
Tulare	2	13,022,279	2	3,765,394	2	1,265,901	2	967,761	3	2,148,567	3	607,631	9	16,895	7	17,181
San Bernardino	3	6,276,671	4	264,393	4	1,011,842	3	273,454	2	2,627,744	4	491,167	7	30,992	6	19,271
Kings	4	5,808,040	3	447,248	6	629,975	7	168,586	13	169	13	108	12	1,999	12	2,477
Los Angeles	5	2,042,554	7	134,476	3	1,037,553	1	442,435	1	3,483,458	2	775,528	1	473,233	2	135,632
San Diego	6	1,376,975	5	150,665	8	237,677	10	72,479	7	375,243	7	95,425	8	20,330	9	7,128
Riverside	7	1,041,495	8	82,512	5	780,494	6	226,403	5	1,367,409	5	206,665	4	120,328	3	42,690
Kern	8	975,700	6	142,465	9	123,487	5	229,060	10	82,106	9	28,493	11	9,253	10	6,143
Imperial	9	246,684	9	28,660	14	3,961	14	5,183	11	2,990	11	1,716	13	491	13	240
Santa Barbara	10	209,853	13	5,531	12	49,126	13	18,065	9	82,284	10	23,377	6	116,969	11	5,128
San Luis Obispo	11	148,842	11	10,647	10	119,366	9	78,188	12	1,309	12	613	4	136,198	1	278,034
Ventura	12	59,126	12	9,781	7	288,996	8	153,013	6	637,255	6	183,987	3	188,753	4	33,163
Orange	13	42,510	10	15,532	11	117,288	11	36,152	4	1,924,282	1	800,359	2	290,876	5	27,670
Inyo	14	15,609	14	990	13	28,405	12	28,051	..	.....	..	.....	14	26	14	41
Total		90,234,606		17,148,112		8,703,613		2,841,381		12,841,381		3,307,964		1,418,255		592,704

ORANGE ACREAGE BY DISTRICTS AND VARIETIES IN LEADING PRODUCING DISTRICTS IN SOUTHERN HALF OF CALIFORNIA
(Exclusive of scattered acreage 9,371 acres bearing; 2,383 acres non-bearing)

DISTRICT	NAVELS Bearing Rank	NAVELS Bearing Acreage	NAVELS Non-Bearing Rank	NAVELS Non-Bearing Acreage	VALENCIAS Bearing Rank	VALENCIAS Bearing Acreage	VALENCIAS Non-Bearing Rank	VALENCIAS Non-Bearing Acreage	MISCELLANEOUS Bearing Rank	MISCELLANEOUS Bearing Acreage	MISCELLANEOUS Non-Bearing Rank	MISCELLANEOUS Non-Bearing Acreage
San Bernardino County	1	28,494	1	1,773	4	8,086	3	1,191	2	935	..	...
Tulare County	2	25,990	4	105	5	2,804	4	189	..	.....	..	...
Los Angeles County	3	20,918	2	1,789	2	19,074	1	6,200	..	.....	..	...
Riverside County	4	14,552	3	560	..	.....	..	.....	1	3,292	1	168
Orange County	5	1,402	5	15	1	32,918	2	2,100	..	.....	..	...
Total of Leading Districts		91,351		4,222		69,282		9,680		4,227		168

CITRUS FRUIT ACREAGE IN SOUTHERN HALF OF CALIFORNIA BY COUNTIES

COUNTY	TOTAL Bearing Rank	TOTAL Bearing Acres	TOTAL Non-Bearing Rank	TOTAL Non-Bearing Acres	ORANGES Bearing Rank	ORANGES Bearing Acres	ORANGES Non-Bearing Rank	ORANGES Non-Bearing Acres	LEMONS Bearing Rank	LEMONS Bearing Acres	LEMONS Non-Bearing Rank	LEMONS Non-Bearing Acres	GRAPEFRUIT Bearing Rank	GRAPEFRUIT Bearing Acres	GRAPEFRUIT Non-Bearing Rank	GRAPEFRUIT Non-Bearing Acres
Los Angeles	1	51,702	1	13,116	1	39,987	1	7,969	1	11,552	1	5,097	4	363	1	110
San Bernardino	2	43,736	2	5,852	2	37,515	2	2,964	5	4,631	4	927	1	1,890	3	41
Orange	3	41,499	3	3,240	4	34,220	3	2,115	2	7,020	3	1,775	7	59	6	59
Tulare	4	29,013	8	631	3	25,294	7	653	7	2,574	7	102	2	1,145	4	218
Riverside	5	25,061	5	1,948	5	17,844	5	728	6	4,822	6	460	3	415	5	60
San Diego	6	10,940	7	884	8	4,094	8	279	3	4,671	5	294	6	75	7	30
Ventura	7	8,817	4	2,467	7	2,251	4	1,189	4	4,566	2	1,397	9	10	..	...
Fresno	8	1,978	6	896	9	1,738	6	724	9	180	9	160	10	5	8	12
Santa Barbara	10	1,111	9	397	10	71	10	55	8	1,035	8	300	11	5	10	2
Kern	9	1,200	10	132	9	1,167	9	115	10	10	10	12	8	23	9	5
Imperial	11	120	11	100	..	.....	..	.....	..	.....	..	.....	5	120	2	100
Total		223,043		29,773		174,331		16,653		45,111		9,674		3,891		446

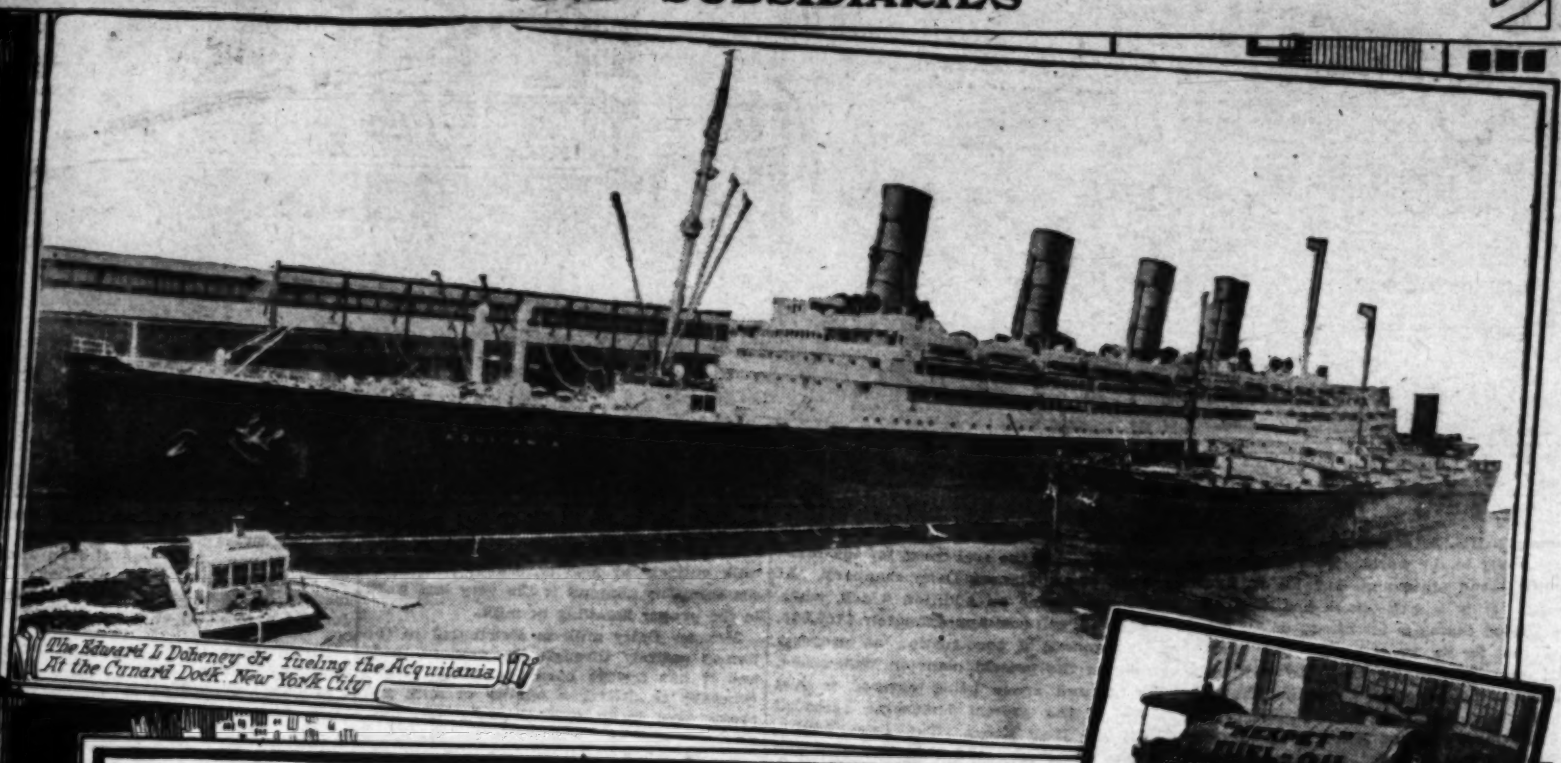
No citrus fruits produced commercially in Kings, San Luis Obispo or Inyo Counties.

ACTIVITIES OF THE

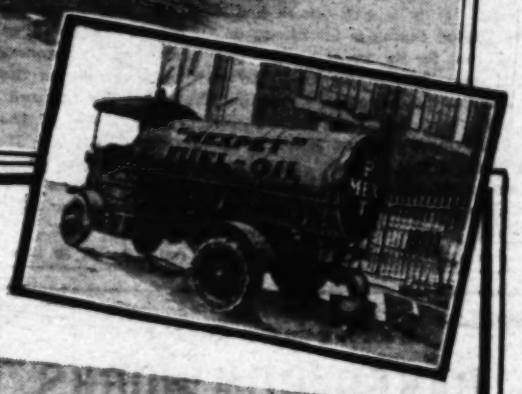
PAN AMERICAN PETROLEUM & TRANSPORT COMPANY
MEXICAN PETROLEUM COMPANY, LTD.

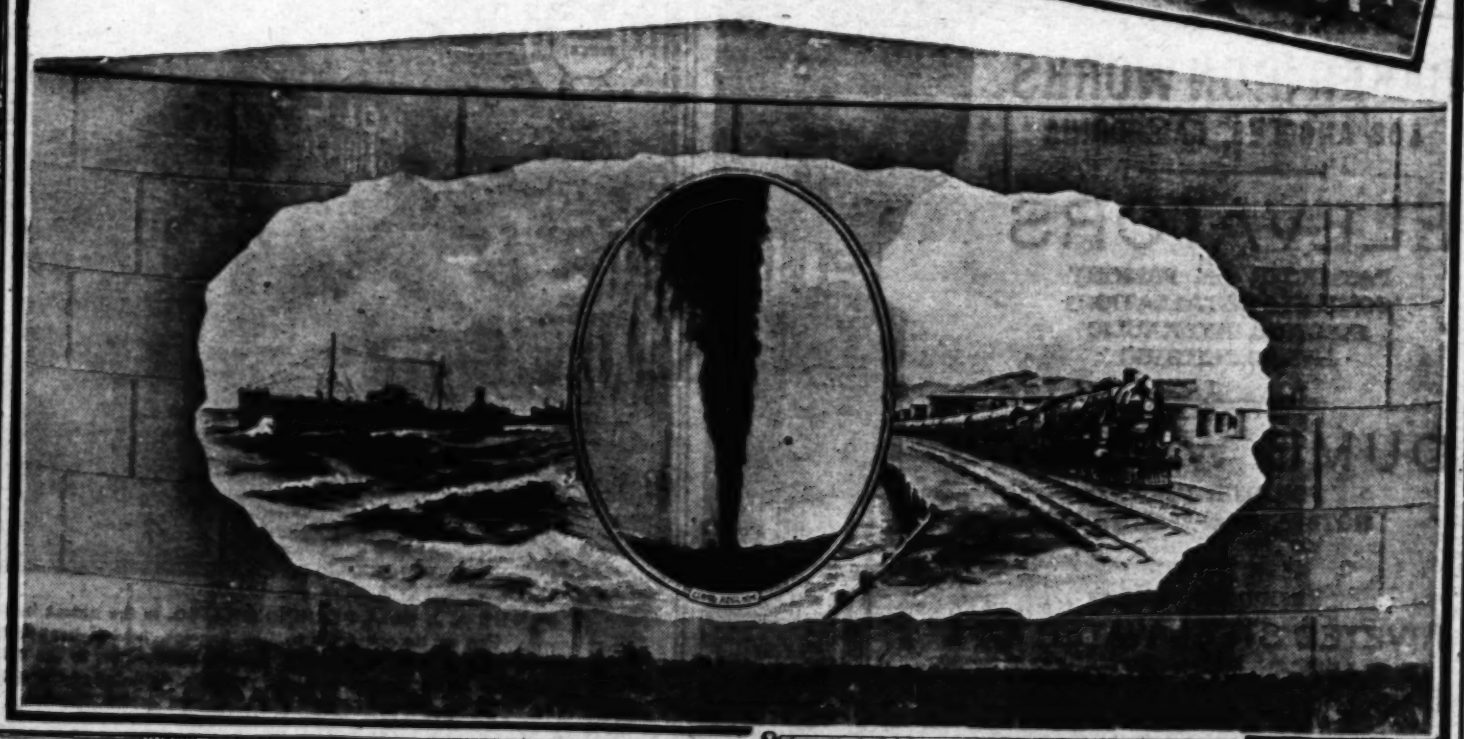
OF DELAWARE

AND SUBSIDIARIES

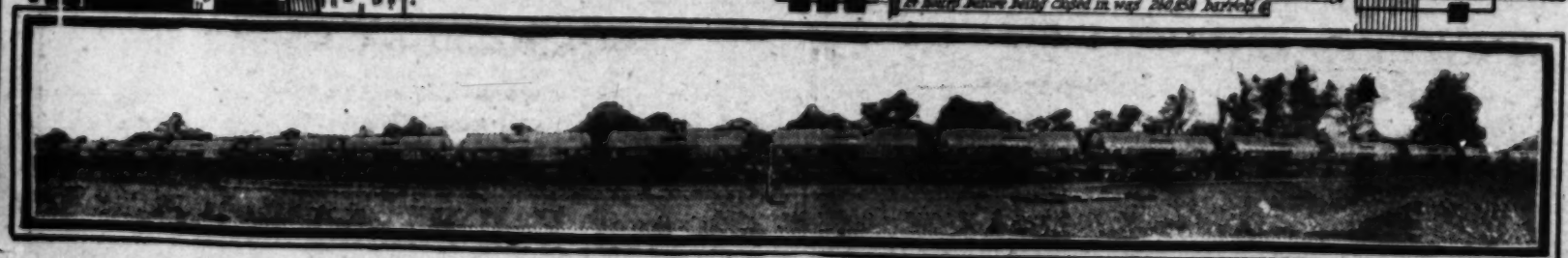


The Edward L. Doheney Jr. fueling the Acquitania At the Cunard Dock. New York City





Cerro Azul No.4. The greatest flow of which during the first 24 hours before being choked in was 260,858 barrels



LOS ANGELES CLIMATE (Continued from Page 6)

diagram showing the march of weather

and insure them the fuel with which to operate irrespective of the coal situation in other portions of the country.

It is possible that many of the developments of the next few decades will be in

COTTON

THE comparative newness of the cotton growing and marketing industry of the Pacific-Southwest makes it somewhat difficult to tell the story in statistical form. For that reason the picture must be given in article form.

There can probably be no more striking evidence of the increasing importance of the cotton growing industry of the Pacific-Southwest than a comparison of the shipments of raw cotton from Los Angeles Harbor during the years 1920 and 1921, such shipments increasing from 14,043 bales in the earlier year to 104,086 bales in 1921.

The following table shows the destination of outbound shipments through the harbor during these two years, and provides ample evidence of the expanding trade in the cotton produced in the Pacific-Southwest.

DOMESTIC

	1920 Amount in Bales	1920 Amount in Dollars	1921 Amount in Bales	1921 Amount in Dollars
Coastwise	1,412	$204,000	388	$ 58,200
Coast-to-coast			18,884	2,802,600
	1,412	204,000	19,272	$2,860,800

FOREIGN

	1920 Amount in Bales	1920 Amount in Dollars	1921 Amount in Bales	1921 Amount in Dollars
Japan	669	$ 140,169	66,113	$4,101,456
England	11,962	2,961,075	14,844	1,235,130
China	.....	.....	2,325	119,561
Germany	.....	.....	1,302	141,971
France	.....	.....	230	21,651
COMBINED	12,631	$3,101,244	84,814	$5,669,749
	14,043	$3,305,244	104,086	$8,530,549

The 1921 commerce promises to be exceeded by from 50,000 to 100,000 bales during 1922. For example, already this year there has been one sale of Imperial Valley cotton to French interests which includes in excess of 8000 bales of cotton, and there have been some recent shipments of Pacific-less. In 1920, the Imperial Valley produced the cotton produced in the Imperial Valley of California and Mexico, and at Phoenix.

Due to the fact that there is every indication that there will be a tendency for the cotton production in the United States to fall below normal requirements during the next few years, there is every reason to believe that this Pacific-Southwest industry will increase steadily in importance.

The people of the Pacific-Southwest are

CALIFORNIA—TOTAL COTTON PRODUCTION BY DISTRICTS

District	Acreage 1918	1919	1920	1921
Imperial Valley	158,000	158,000	230,000	190,000
Riverside County	14,000	20,000	24,000	18,000
San Joaquin Valley	1,200	7,000	21,000	7,000

Production (Bales of 500 pounds)

District	1918	1919	1920	1921
Imperial Valley	83,700	83,400	124,000	115,000
Riverside County	13,672	17,000	17,200	10,000
San Joaquin Valley	500	3,000	9,000	3,000

Southwest long staple cotton to Japan for experimental use in production of Japanese fabrics. If this spinning proves practical, the trade in long staple cotton between the Pacific-Southwest and Japan will be very materially increased during the fall months of 1922.

This cotton producing industry is really less than ten years old, as evidenced by the fact that in 1913 California produced only 10,000 bales of cotton and Arizona even 150,000 bales of cotton and Arizona 100,000,

CALIFORNIA COTTON ACREAGE AND PRODUCTION

Acreage

Year	American-Egyptian	Short Staple
1918	4,000	169,000
1919	1,400	183,600
1920	43,000	252,000
1921	80,000	185,000

Production (Bales of 500 pounds)

	American-Egyptian	Short Staple
1918	1,816	95,884
1919	600	103,100
1920	16,000	134,000
1921	15,000	113,000

making the total cotton production of this district 250,000 bales, with a value of about $25,000,000.

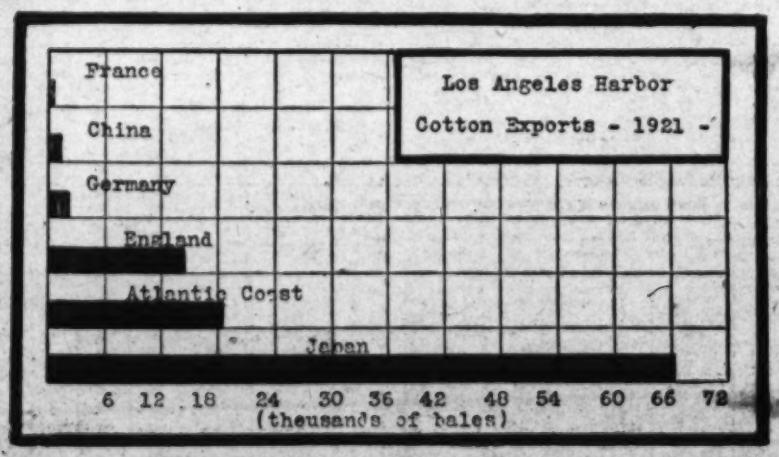
The 1922 plantings in the Pacific-Southwest will amount to approximately 350,000 acres, which should produce close to 200,000 bales of cotton. Practically all of the Pima, or Egyptian long staple cotton, that is produced in the United States, comes from either California or Arizona, almost the entire production in the Salt River Valley in Arizona, which will probably total close to 80,000 bales this year, being of this variety.

That the industry is yet in its infancy is illustrated by the fact that there have never been more than 400,000 acres planted to cotton in California, the Imperial Valley of Mexico (which markets its cotton through California,) and Arizona, while there are 12,000,000 acres well adapted to cotton production in this district.

Due to the long dry growing season and to the fact that the cotton is produced under irrigation, it is impossible for the boll weevil or other pests to interfere with its production in this district. The bloom is a dead white, which makes it superior to other cotton produced in the United States. On account of the fine quality, the percentage of waste in carding is very low.

During the past two years a high density cotton compress, capable of handling a bale of cotton every forty-five seconds, has been installed at Los Angeles Harbor and compresses are now in course of erection at Calexico, which is the marketing point for awakening to its value in their development, as evidenced by the fact that during the cotton slump in 1920 and 1921 the banks of Los Angeles loaned cotton producers of this territory approximately $5,000,000 through co-operative efforts, in such a manner as to permit them to overcome the credit difficulties under which they are operating and to finance them in a manner which would permit the continuation of this industry.

Already serious study is being given to the problem of the development of a cotton fabricating industry in the metropolitan area of Los Angeles, the natural marketing point for the cotton produced in the Pacific-Southwest. There is every reason to believe that within a comparatively short time this district will develop a rather important textile industry, fabricating the raw cotton produced in this territory. Several very important producers of cotton goods and products fabricated from cotton goods are now analyzing the situation with a view to establishing mills in this territory.



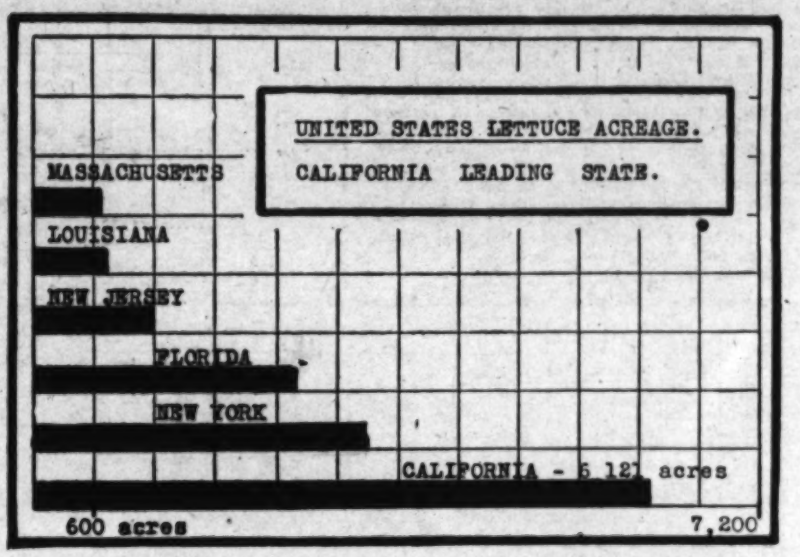
LIVE STOCK

WITH the development of intensive agriculture and the growth of commerce and industry within the Pacific-Southwest, the live-stock business of California is becoming comparatively less important, particularly that portion of the industry engaged in the raising of beef cattle for market, although this industry still remains and will remain a very important part of the economic life of the Pacific-Southwest.

The live stock raised in this district is not sufficient to meet local demands for meat and as a consequence a considerable portion of the meat slaughtered in this district is imported from other districts. Approximately 45 per cent of the amount slaughtered in Los Angeles originates in the southern half of California and the remaining 45 per cent originates mostly in Arizona, Nevada, Utah, Idaho and Montana. There is a real need for an increase in the feeder stock supported by California if the beef cattle industry is to continue to maintain its position in the economic life of the southern half of California.

The importance of the dairy industry is increasing rapidly as the population of the territory increases, with the most important centers in this industry being located in Tulare and Kings counties and in Imperial county with Los Angeles county and San Luis Obispo county next in importance.

In the beef cattle industry, Kern and San Luis Obispo counties are the most important, with Tulare and Fresno counties next, there still being open ranges available for the running of cattle in portions of these counties.



TOTAL LIVESTOCK SLAUGHTERED IN LOS ANGELES By Months

	1920	1921	1922
January		84,853	113,913
February		75,970	99,176
March		67,584	109,429
April		87,500	105,527
May	Monthly	87,570	107,048
June	totals	92,988	92,966
July	not	89,726	102,889
August	available	99,260	104,334
September		127,073	102,371
October		98,930	.....
November		103,807	.....
December		104,284	.....
Total	886,126	1,119,845	942,013 (9 months)

SHEEP AND GOATS SLAUGHTERED IN LOS ANGELES. By months

	1920	1921	1922
January		38,656	50,708
February		32,242	41,578
March		29,116	47,521
April		39,378	53,854
May	Monthly	51,391	44,071
June	totals	45,069	45,496
July	not	44,659	44,921
August	available	49,526	46,587
September		78,942	43,493
October		45,941	.....
November		47,514	.....
December		45,886	.....
Total	403,981	548,320	418,229 (9 months)

SWINE SLAUGHTERED IN LOS ANGELES. By months

	1920	1921	1922
January		23,432	37,563
February		25,091	33,909
March		21,994	36,328
April		25,933	32,661
May	Monthly	25,059	36,209
June	totals	25,971	21,914
July	not	24,134	31,197
August	available	25,478	29,288
September		23,812	30,356
October		26,162	.....
November		29,832	.....
December		33,588	.....
Total	227,553	309,986	289,453 (9 months)

LIVESTOCK IN SOUTHERN HALF OF CALIFORNIA

CATTLE

	Dairy Cattle Number	Dairy Cattle Value	Beef Cattle Number	Beef Cattle Value	Total Cattle Number	Total Cattle Value	Swine Number	Swine Value	Sheep Number	Sheep Value
Fresno	37,073	$2,538,685	44,103	$1,844,269	81,176	$4,382,957	46,451	686,440	232,612	2,644,262
Imperial	43,165	3,448,826	23,212	1,336,726	66,377	4,785,582	44,839	709,282	60,176	487,352
Inyo	5,699	321,342	21,760	1,258,181	25,453	1,579,523	4,357	89,451	43,542	515,521
Kern	11,760	754,460	119,505	5,601,332	131,265	6,355,792	33,805	470,259	147,719	1,548,985
Kings	29,943	1,950,665	11,920	591,378	41,863	2,542,043	34,195	516,849	41,605	458,138
Los Angeles	35,238	3,631,812	19,205	1,059,040	54,443	4,690,852	38,763	803,918	26,200	278,406
Orange	5,957	575,451	9,113	555,304	15,070	1,130,755	6,843	118,165	.....	1,449
Riverside	8,205	665,825	10,607	536,193	18,812	1,202,018	15,599	264,360	13,964	130,570
San Bernardino	7,608	671,218	12,890	550,523	20,498	1,221,741	20,651	397,571	3,919	33,476
San Diego	11,904	925,881	34,644	1,801,842	46,548	2,527,723	15,731	277,951	7,311	60,784
San Luis Obispo	26,366	1,685,327	62,311	3,105,407	88,677	4,790,734	17,451	260,286	11,609	99,744
Santa Barbara	8,143	536,562	39,951	2,107,362	48,094	2,643,924	14,356	223,714	31,741	314,321
Tulare	47,401	3,357,011	45,144	2,321,476	92,545	5,678,487	60,828	908,067	45,191	458,941
Ventura	3,493	245,077	8,783	408,738	12,276	653,815	8,453	165,125	9,920	91,217
Total	279,949	$21,308,175	463,148	$22,877,771	743,097	$44,185,946	362,327	6,891,538	675,637	7,103,176

Naturally, because of the large number of cattle within the county, Kern county stands first in value of cattle, while Tulare, San Luis Obispo and Imperial rank second, third and fourth respectively among the fourteen southern counties of the State, because of the proportionately larger number of dairy cattle, which have a higher value than the beef cattle.

Production of swine and sheep is comparatively small in this territory, although there are in excess of a million head of these animals located on the farms in the southern half of the State.

CALVES SLAUGHTERED IN LOS ANGELES. By months

	1920	1921	1922
January		17,173	18,803
February		13,579	17,464
March		12,526	18,407
April		15,514	16,728
May	Monthly	14,827	18,241
June	totals	15,622	18,622
July	not	14,560	18,859
August	available	16,708	19,035
September		17,215	19,671
October		19,011	.....
November		19,097	.....
December		17,740	.....
Total	192,492	193,572	165,830 (9 months)

VALUE OF CROPS AND LIVESTOCK IN ORANGE COUNTY

CROPS

	1919	1920
Cereals	$ 562,563	$ 319,978
Other grains and seeds	653,763	2,335,901
Hay and forage	976,896	874,429
Vegetables	540,864	1,472,697
Fruits and nuts	2,497,734	17,995,347
All other crops	944,517	1,466,579
	$6,176,337	$24,465,231

LIVESTOCK

	1919	1920
Cattle	$ 806,511	$ 1,130,755
Dairy products	290,247	552,726
Horses	1,735,995	330,619
Swine	22,959	179,165
Sheep	178,113	1,499
Wool	51,474	273
Poultry and eggs	414,692	596,464
	$ 3,210,291	$ 3,220,445

HANSEN DAIRY COMPANY



One of California's Model Dairy Ranches.



The Only Milk Plant In The Southwest Handling Milk Entirely By Gravity

LOS ANGELES enjoys the best milk of any city in the world. This seems to be a very broad statement, but let us figure it out. It is a well-established fact that the United States is far ahead of all other countries in its unrelenting fight against filth and disease and that the city ordinances of Los Angeles, governing the production and distribution of milk and cream, are the most exacting enforced by any city in the United States. This means then that residents of the metropolis of the Southwest enjoy the best and purest milk supply of any city in the entire world.

Recognition by the Los Angeles public of the high quality of their milk and cream is attributed as the real cause for the rapid growth of the Hansen Dairy Company. At the present time an addition which, when completed, will cost approximately $100,000, is in process of construction on property adjoining the present plant on Wall street. The ground space being covered is just north of the present handsome home at No. 1045 Wall street. The new addition will be two stories and deep basement and with its final completion the company will have a daily milk capacity of 250,000 pounds.

It is interesting to comment here that the Hansen Dairy Company has the only milk plant in the Southwest that handles milk entirely by gravity, which officials of the company contend is the very last word in the proper handling of milk.

Hansen Dairy milk is distributed to the homes entirely through the grocery trade and it has always been the policy of the company to deliver a quality of milk and cream that is as good as any retail milk and better than most; in other words, a "Safe Milk for Children."

The company maintains a 200-acre ranch and dairy on the Ventura Highway within fifteen miles of their city plant and the milk from its herd of 400 cows is twice daily transported by fast motor truck to its Wall street plant. The Hansen Dairy Ranch is one of the model institutions of its character on the Pacific Coast. Every modern device is included in its equipment for the production of grade-A milk.

The Hansen Dairy Ranch is one of the landmarks along the Ventura Highway. The silos are built along the roadway and their concrete massiveness impresses the autoist with the fact that here must be the home of really contented cows. So well known is this ranch on the traveled road to Santa Barbara that its location serves as a guide in directing autoists along the Ventura Highway.

ESTABLISHED 1872

BAKER IRON WORKS

LOS ANGELES, CALIFORNIA

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PASSENGER and FREIGHT
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DUMB WAITERS

FOR RESTAURANTS,
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MANUFACTURERS OF

RIVETED STEEL WATER PIPE
TANKS AND TOWERS

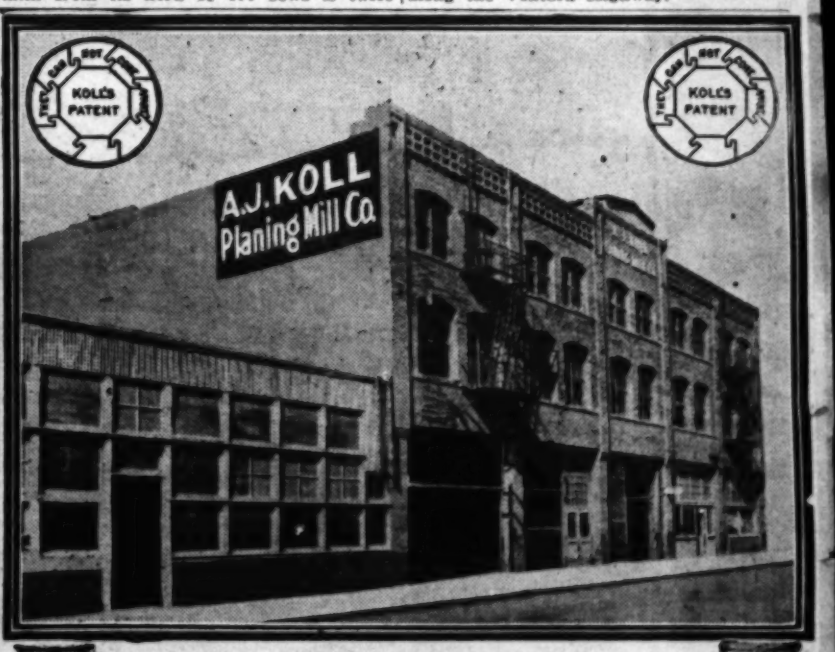
STEAM and ELECTRIC

HOISTS
TRAVELING CRANES
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HEAVY IRON CASTINGS
SPECIALLY DESIGNED
MACHINERY

STRUCTURAL STEEL CONTRACTORS
ENGINEERS, FOUNDERS, MACHINISTS





THE A. J. KOLL PLANING MILL CO. is the oldest institution of its character in Los Angeles, having been established since 1889. Mr. A. J. Koll, sole owner, is the oldest mill man in Southern California, and the originator of the KOLL PATENT LOCK-JOINT COLUMNS on the Pacific Coast.

The Plant proper specializes in Koll's Patent Lock and all kinds of rope and twist turnings, embossed mouldings for interior and exterior finish, general carvings, dowels and every character of special designed work in hard and soft wood.

KOLL'S PATENT LOCK-JOINT COLUMNS ARE ARCHITECTURALLY CORRECT.

Mr. Koll, making a study of selecting rare woods, constantly keeps on hand for use and the trade, Black Ebony, Rosewood, White Holly, Lignum-vitae, etc.

A. J. Koll Planing Mill Co.

421-427 Colyton Street
LOS ANGELES

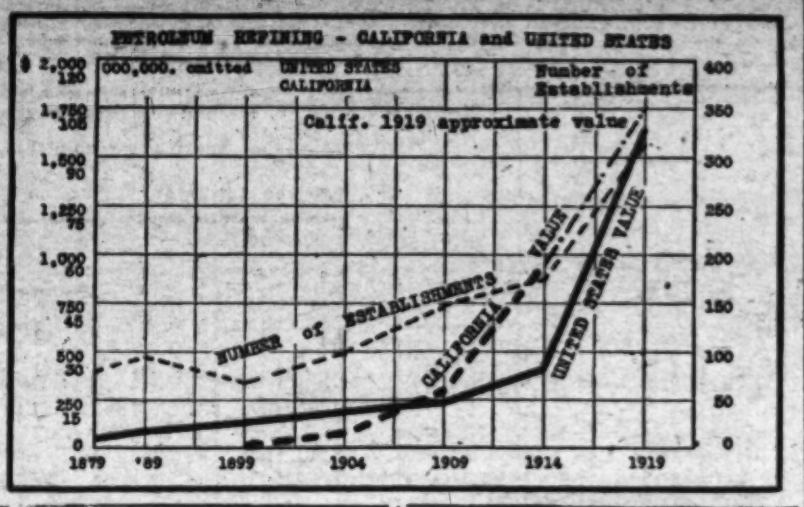
PACIFIC-SOUTHWEST MINERALS

OF THE various raw products of the Pacific-Southwest, the minerals are among the most important, thereby evidencing the great diversity of the economic life of this territory, inasmuch as the value of the minerals produced in this section runs the value of the agricultural crops a very close second.

Petroleum is, of course, the big mineral product of this district, almost all of the petroleum produced in California being produced within the southern half of the State. The statistics on petroleum production included herein do not include the Long Beach or Signal Hill field or the Santa Fe Springs field, because complete 1922 figures were not available when this report was prepared and these fields entered important commercial production during 1922, the Long Beach field alone producing during October an average of 100,000 barrels of petroleum a day and being at that moment the heaviest producing field in California.

The annual production of petroleum now regularly exceeds 100,000,000 barrels per annum and will probably very materially exceed this amount for the year 1922.

Naturally the petroleum producing industry has developed an important refining and distributing industry in this district, which has resulted in the expenditure of hundreds of millions of dollars of capital and the employment of many thousands of men, although accurate, detailed statistics as to totals are not available at present.



There has been an unfortunate tendency to exploit the recent development of new oil fields in this district in a very unsatisfactory and unscientific manner as far as investment in oil wells is concerned to the detriment of both individuals and the territory. The mere heavy production of petroleum does not necessarily mean that the purchase of an interest in an oil well in this district will prove profitable to the prospective investor. In fact, there are a good many cases where it would seem an almost foregone conclusion that the investor had no chance to receive his money back without interest, in spite of the caution of the California Corporation Commission. However, these facts, while important to the prospective investor, do not in any way affect the fact that this district is one of the two leading petroleum-producing districts of the United States.

This petroleum is valuable not only because of its great value to the Pacific-Southwest as an industry, but also because it provides plentiful supplies of cheap fuel for the industrial concerns of this territory and insures them the fuel with which to operate irrespective of the coal situation in other portions of the country.

It is possible that many of the developments of the next few decades will be in the form of exploiting some of the natural mineral resources of the Pacific-Southwest which have not yet been produced on a commercial scale.

The petroleum produced in the various fields of this district is carried from the fields by pipe line, either to the metropolitan area of Los Angeles or to the San Francisco Bay district for refining and shipment, there having been in excess of 2,700,000 tons of petroleum and petroleum products shipped through Los Angeles Harbor in 1921.

While petroleum is naturally the most important mineral produced in this district there is also an important production of silver, gold, natural gas, pottery clay, cement, borax, salt, mineral waters and other mineral resources in this territory which have not, as yet, been commercially exploited to anything like their possibilities. Among these minerals may be mentioned potash, salts of various kinds, tungsten, magnesite, marble, etc.

GOLD PRODUCTION BY COUNTIES.
Of Southern Half of California.

County	Value			
	1916	1917	1919	1920
San Bernardino	$ 416,967	$ 184,976	$ 25,000	$ 79,195
Kern	963,319	537,532	230,000	61,187
Inyo	317,905	125,394	90,000	55,634
Fresno	4,151	5,745	5,000	7,795
Orange	.....	.....	.....	145
Riverside	10,795	.....	400	.....
Imperial	14,255	919	200	.....
San Diego	1,364	.....	.....	.....
SOUTHERN HALF OF CALIFORNIA—Total	$1,748,844	$854,566	$350,600	$203,954

SILVER PRODUCTION BY COUNTIES.
Of Southern Half of California.

County	Value			
	1916	1917	1919	1920
San Bernardino	$ 64,165	$ 88,930	$ 40,000	$1,212,967
Inyo	127,894	534,599	156,000	258,929
Kern	13,316	7,813	457,000	8,585
Orange	.....	.....	.....	7,263
Imperial	42	5	1,200	2,183
Fresno	246	289	40	227
Riverside	1,522	.....	1,500	.....
San Diego	9	.....	.....	.....
SOUTHERN HALF OF CALIFORNIA—Total	$207,194	$631,636	$655,740	$1,489,974

PRODUCTION OF MINERAL WATER BY COUNTIES OF SOUTHERN HALF OF CALIFORNIA.

County	1917		1919		1920	
	Gallons	Value	Gallons	Value	Gallons	Value
San Bernardino	11,300	$ 1,620	800,060	$ 32,006	1,110,190	$154,726
Santa Barbara	104,991	86,026	82,147	81,041	95,843	110,931
Los Angeles	188,365	16,902	125,400	8,787	161,466	10,371
San Luis Obispo	1,500	300	.....	.....	.....	.....
SOUTHERN HALF OF CALIFORNIA—Total	306,159	$104,848	1,007,607	$121,834	1,367,499	$276,028

PRODUCTION OF POTTERY CLAY BY COUNTIES OF SOUTHERN HALF OF CALIFORNIA.

County	1917		1919		1920	
	Tons	Value	Tons	Value	Tons	Value
Riverside	70,798	$55,491	42,207	$61,006	74,317	$126,313
Los Angeles	6,276	10,321	11,329	33,343	18,684	91,763
San Diego	.....	.....	762	4,929	5,852	57,522
San Bernardino	.....	.....	.....	.....	95	890
SOUTHERN HALF OF CALIFORNIA—Total	77,074	$65,812	54,298	$99,278	100,948	$276,488

PETROLEUM PRODUCTION IN SOUTHERN HALF OF CALIFORNIA BY FIELDS.

Field	Total Production in Barrels. (42 U. S. Gallons)		
	1919	1920	1921
Kern River	7,563,025	7,456,515	6,715,680
McKittrick	2,810,848	2,607,240	2,056,101
Midway	26,414,067	32,498,229	42,287,775
Sunset	5,569,885	5,425,781	4,615,963
Coalinga	14,388,610	15,464,194	12,340,627
Santa Maria-Lompoc	6,030,910	5,929,060	5,563,324
Summerland	53,680	54,910	54,155
Newhall & Ventura Co.	1,792,465	2,122,449	2,375,479
Los Angeles & Salt Lake	1,341,415	1,311,264	1,344,926
[illegible]ton	28,657,683	28,694,163	34,242,566
Lost Hills-Belridge	4,554,921	4,139,767	3,261,281*
Miscellaneous	27,376	25,610	24,035
Total	101,221,784	105,721,186	114,849,924

*Includes some small production of the Northern Half of California.

PRODUCTION OF NATURAL GAS BY COUNTIES OF SOUTHERN HALF OF CALIFORNIA.

County	1915		1917		1919		1920	
	Quantity M.Cu.Ft.	Value	Quantity M.Cu.Ft.	Value	Quantity M.Cu.Ft.	Value	Quantity M.Cu.Ft.	Value
Kern	12,168,461	$737,688	26,819,376	$1,445,880	25,363,739	$1,618,913	34,912,795	$1,810,147
Orange	1,249,561	81,783	3,171,525	490,511	12,089,365	897,439	10,023,483	882,446
Los Angeles	1,729,035	120,788	1,870,479	194,793	4,445,476	458,812	6,227,535	556,445
Ventura	491,879	29,670	1,063,564	152,550	1,988,574	252,240	1,521,448	214,280
Fresno	2,894,854	253,906	4,097,626	247,501	5,191,267	411,356	3,721,313	291,883
Santa Barbara	3,190,348	279,697	3,104,179	227,507	4,084,799	356,092	1,359,965	128,729
Kings	218	906	2,569	2,777	2,520	1,624	5,765	1,240
Tulare	.....	.....	.....	.....	700	295	400	195
SOUTHERN HALF OF CALIFORNIA—Total	21,714,136	$1,504,035	45,920,419	$2,961,518	$1,569,280	$3,916,771	$56,544,774	$3,774,774

TOTAL VALUE OF ALL MINERAL PRODUCTS.
By Counties for Southern Half of California.

County	1919	1920
Kern	$ 64,625,352	$ 89,121,581
Orange	27,850,693	34,106,136
Los Angeles	25,606,361	26,975,163
Fresno	21,644,445	23,819,351
Santa Barbara	7,584,917	10,538,611
San Bernardino	4,638,685	6,547,349
Ventura	3,017,974	5,229,175
Riverside	2,576,978	5,128,208
Inyo	2,692,546	3,889,400
San Diego	342,662	794,229
Tulare	331,061	593,296
San Luis Obispo	212,430	405,604
Imperial	146,443	169,382
Kings	61,283	29,870
SOUTHERN HALF OF CALIFORNIA Total	$161,824,910	$207,343,854

AVERAGE DAILY PRODUCTION OF PETROLEUM BY FIELDS.
By Barrels for Southern Half of California.

	1919	1920	1921
Kern River	20,721	20,428	18,399
McKittrick	7,701	7,143	5,633
Midway	72,368	89,022	115,774
Sunset	15,259	14,859	12,641
Coalinga	44,892	42,967	33,809
Santa Maria-Lompoc	16,523	16,241	15,242
Summerland	147	150	148
Newhall & Ventura Co	4,911	5,814	6,508
Los Angeles & Salt Lake	3,675	3,592	3,684
Whittier-Fullerton	78,514	78,614	93,815
Lost Hills-Belridge	12,479	11,341	8,935
Miscellaneous*	75	70	65

*Includes some small production of the Northern Half of California.

MINERAL PRODUCTION SAN DIEGO COUNTY

	AMOUNT	VALUE
Brick		$ 87,612
Clay	5,852 tons	57,522
Gems		2,100
Salt	15,300 tons	77,100
Stone, Misc.		341,685
Other minerals		210,495
Potash	2,953 tons	
Feldspar		17,715
Total		$794,229

MINERAL PRODUCTION IN IMPERIAL COUNTY

	AMOUNT	VALUE
Pumice	624 tons	
Silver		$ 2,183
Stone, misc.		127,412
Manganese		16,500
Other minerals		23,787
		$169,882

DISTANCES FROM LOS ANGELES AND ALTITUDES ABOVE SEA LEVEL

Name of City	Altitude	Distance from Los Angeles	Population
Alhambra	500	9	9,096
Anaheim	130	28	5,526
Altadena	1,500	14	.....
Antelope	2,361	70	2,196
Arrowhead	1,226	61	.....
Avalon	50	50	586
Azusa	616	23	2,460
Bakersfield	402	171	18,638
Banning	2,314	84	1,810
Barstow	2,105	141	1,533
Beaumont	556	76	857
Blythe	268	110	1,622
Brawley	.....	201	5,392
Burbank	544	12	2,913
Chino	713	39	2,132
Coachella	76 below	130	1,016
Colton	993	61	4,282
Compton	85	11	1,473
Corona	592	55	4,129
Covina	531	22	1,999
Downey	111	13	2,545
Duarte	497	19	.....
El Centro	49 below	214	5,464
Elsinore	1,281	85	1,496
Escondido	700	107	1,789
Fresno	291	278	45,086
Fullerton	135	23	4,415
Garden Grove	83	30	.....
Glendale	400	10	13,536
Glendora	929	25	2,028
Hemet	1,600	76	1,480
Huntington Beach	.....	35	1,687
Idyllwild	5,250	120	.....
Imperial	.....	214	1,806
Inglewood	175	9	5,286
Lancaster	2,361	80	500
Lankershim	628	13	1,962
Long Beach	74	20	55,593
Los Angeles	270		576,673
Mojave	2,151	102	.....
Monrovia	500	13	5,480
Mt. Greyback	11,725	115	.....
Mt. Lowe	6,200	25	.....
Mt. San Bernardino	10,000	60	.....
Mt. San Jacinto	10,805	104	.....
Mt. Wilson	6,000	15	.....
National City	.....	130	3,116
Needles	432	310	2,807
Newhall	1,270	30	.....
Newport Beach	.....	35	894
Old Baldy	10,142	44	.....
Ontario	979	39	7,280
Orange	160	33	4,884
Owensmouth	786	30	.....
Oxnard	45	70	6,997
Palmdale	2,650	70	.....
Pasadena	829	11	45,354
Perris	1,450	81	499
Phoenix	1,082	449	.....
Placentia	200	23	.....
Pomona	853	34	13,505
Puente	390	20	.....
Redlands	1,547	67	5,571
Redondo Beach	.....	20	4,913
Rialto	1,200	53	961
Riverside	900	60	19,341
Rubidoux Mt.	1,337	60	.....
Salt Lake City	.....	781	118,110
San Bernardino	1,054	57 by P.E. 62 by S.P.	18,721
San Diego	40	126	74,683
San Fernando	1,200	21	2,204
San Francisco	.....	484	506,676
San Gabriel	1,410	11	2,440
San Jacinto	535	104	1,367
San Juan Capistrano	103	57	350
San Pedro	50	25	23,098
Santa Ana	128	35	15,485
Santa Barbara	2	110	19,441
Santa Monica	100	19	15,252
Santa Paula	285	66	3,967
Sierra Madre	750	16	2,026
South Pasadena	625	9	7,648
Tehachapi	3,966	233	458
Upland	1,900	36	2,911
Ventura City	44	80	4,542
Van Nuys	690	19	.....
Venice	.....	19	10,385
Victorville	3,000	105	.....
Whittier	400	14	7,997
Wilmington	10	21	3,000
Yuma	137	249	3,000

Save the Redwoods

Joseph D. Grant, chairman of the Save-the-Redwoods League, has expressed his appreciation of the good that is being done for the cause of saving the redwoods. He declares that California must be awakened to the unique beauty of the redwoods and to the importance of saving them for posterity before it is too late.

MINERAL PRODUCTION OF LOS ANGELES COUNTY

	AMOUNT	VALUE
Brick & tile	127,854 M.	$ 2,642,417
Clay (pottery)	18,634 tons	91,763
Mineral water	161,466 gals.	10,371
Natural gas	6,223,515 M.cu.ft.	556,445
Petroleum	14,026,536 bbls.	$1,486,655
Stone, misc.		1,704,951
Other minerals		480,543
Total		$26,975,163

MINERAL PRODUCTION IN ORANGE COUNTY

	AMOUNT	VALUE
Copper	445 lbs.	$ 64
Lead	15,932 lbs.	1,275
Natural gas	10,520,483 M.cu.ft.	982,446
Petroleum	16,462,741 bbls.	33,050,346
Stone, misc.		$0,588
Other minerals		104,003
Total		$34,198,138

The apple crop of California will total 7,680,000 boxes—as against 6,500,000 boxes last season.

LOS ANGELES CLIMATE

(Continued from Page 6)

diagram showing the march of weather conditions in Los Angeles during the past half a century very closely makes reply in the negative. In the first place it is interesting to note that the average temperature in Los Angeles varied between 60 and 64 degrees Fahrenheit. In the second place the diagram conclusively shows that there is nothing even approaching a "climatic cycle." Climatic cycles exist only in the imagination; careful computations show that no matter how long the weather record may be, the sunspot cycle of eleven years, the German cycle of thirty-seven years, or any other arbitrary period fails to show conclusive results unless allowances are made. And, of course, when once exceptions are permitted, then the whole structure fails.

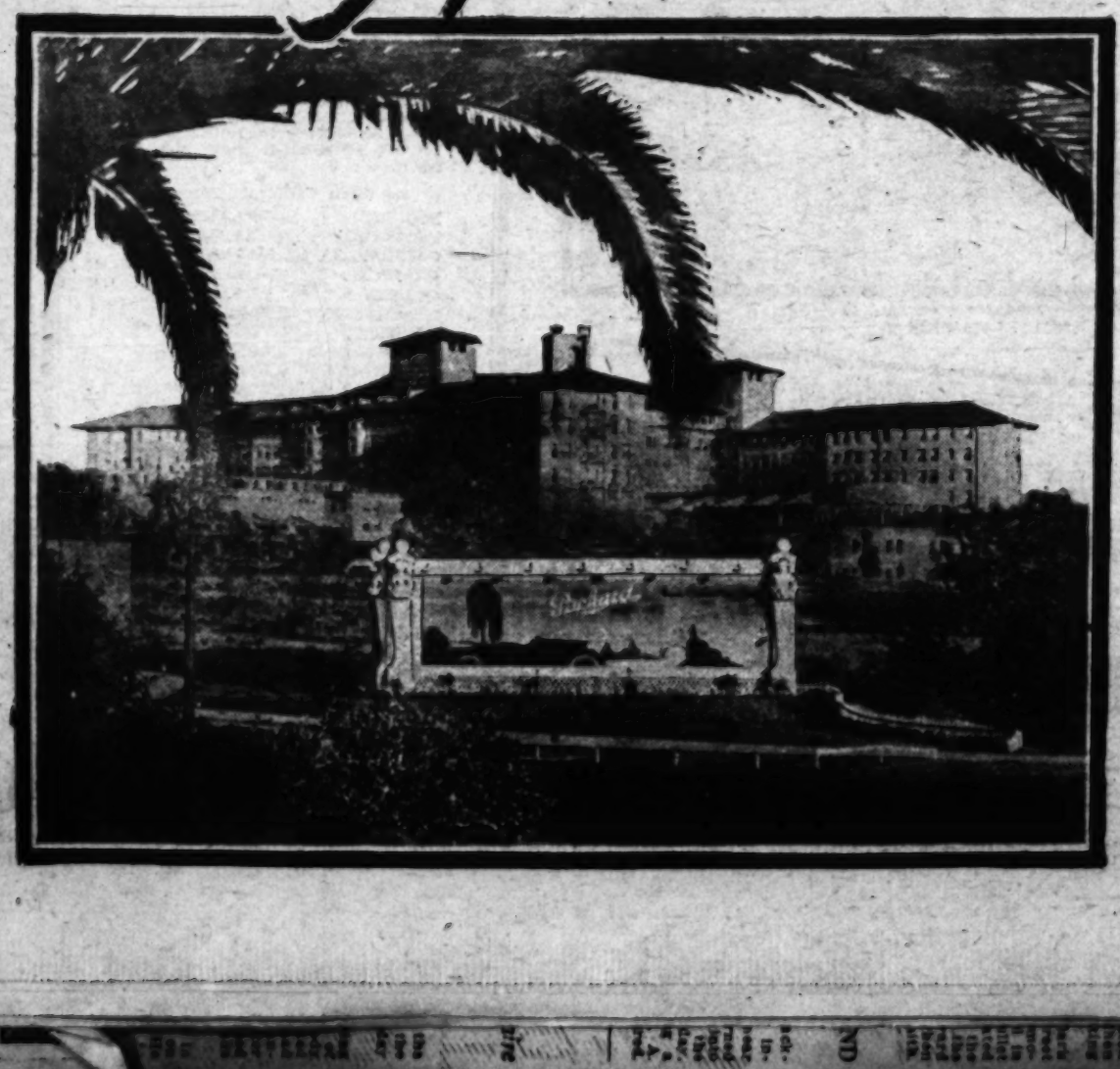
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Wet and Dry Years

THE rainfall chart proves the oft-repeated assertion that rain in Southern California is notable chiefly on account of its erratic and uncertain character. While the average rainfall in Los Angeles is a trifle over fifteen inches, the extremes range from thirty-eight inches in 1883-84 to less than six inches in 1898-99. If the Los Angeles district was dependent upon local rains such as charted, the water supply would be insufficient for agricultural and horticultural necessities not to mention the demands of a large population. It is only for the fact that more than twice the amount falling in Los Angeles is precipitated on the mountains in the vicinity, and that great stores of plentiful and never-failing underground supplies are available and are used. The Los Angeles Aqueduct, which brings abundance of pure water from the Sierra Nevada Mountains, 200 miles distant, has capacity and resources for furnishing a city of 3,000,000 population.



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COMMERCE AND INDUSTRY

AMONG the very most important of the developments in the economic life of the Pacific-Southwest during the past decade has been the increase in its commercial and industrial life. Important as have been these developments, they have but created the beginning of the commercialization and industrialization of leading metropolitan areas of the Pacific-Southwest.

The tables showing the manufacturing output of cities in the southern half of California with an excess of 10,000 population in 1920, while highly interesting because they give an index of the enormous growth in the industrial output of this territory, an increase of something in excess of 300 per cent in ten years, are not satisfactory for the presentation of the present day picture of industry, but must be accepted as the latest accurate available statistics covering the entire field.

Since the time of the 1919 census, upon which these figures are based, the industrial production of this district has increased very rapidly and there is every reason to believe that it is today at least double, if not more than double, the figures given for 1919. In the tables the motion picture industry is not included and it has proved necessary to prepare a separate statement concerning this highly important industry, because accurate statistics are not available. The industrial output of the fourteen southern counties of California during the year 1922 may probably be conservatively estimated as being valued at $1,000,000,000.

Figures on building in Los Angeles have been incorporated in commerce and industry and they reflect the amazing growth which has taken place in the industrial development of this district, as do also the figures dealing with wholesale and retail trade in the city of Los Angeles, the only city in the territory for which such figures are available. The mere fact that in the past three years there have only been four months in which retail sales in the city of Los Angeles, from the standpoint of value, have been less than in the same month during the preceding year, indicates clearly the growth of this territory during this period. When it is remembered that these figures cover a period of general business depression in the United States, which meant a period of decreasing purchasing power and also a period of decreasing prices, the fact that the value of the sales during 1922 will probably run at least 50 per cent greater than in 1919, which means that the volume of sales has probably been double that of 1919, is proof positive of the increasing business and growth of the Pacific-Southwest.

The same story is told in the movement of the electric power connected load, which shows a steady expansion in all lines and which reflects the rapid development of this district. The figures of the electric load also illustrate the fact that this territory is the world's greatest home of hydroelectric power. When it is realized that the hydroelectric resources of the territory have hardly been tapped and that many millions of dollars are now being spent on development projects, the future of this industry can be somewhat appreciated. At least it is obvious that between hydroelectric power and petroleum there are plentiful supplies of cheap power for the industrial producers of the Pacific-Southwest.

Inasmuch as the present day trend toward the co-ordination and unification of the economic activities of the Pacific-Southwest is creating a definite tendency for the products of this district, which were formerly shipped as raw materials to other markets, to be manufactured and distributed from this territory, the industrial development of the Pacific-Southwest is deserving of very careful attention and promises to increase much more rapidly during the next decade than it has during the past.

The building record of this territory, which has been the cause of so much comment throughout the United States, is deserving of special comment. In spite of the enormous amount of building which has

(CONTINUED ON PAGE FIFTEEN)

BUILDING PERMITS FOR LOS ANGELES
—By Years

Year	Permits	Valuation
1909	1,922	$ 2,619,361
1901	2,826	4,376,916
1902	4,863	9,602,122
1903	6,256	12,046,338
1904	7,089	13,409,062
1905	9,543	15,382,057
1906	9,072	12,158,570
1907	7,599	12,304,696
1908	7,371	9,931,377
1909	8,571	13,260,703
1910	10,738	21,684,100
1911	12,456	23,004,185
1912	16,455	31,367,996
1913	16,442	31,641,921
1914	9,979	17,361,925
1915	7,845	11,882,682
1916	7,565	15,006,045
1917	6,699	14,932,082
1918	6,381	8,678,862
1919	13,944	28,253,619
1920	25,555	40,023,600
1921	27,206	52,761,386
1922*	35,624	115,500,000

* Estimated

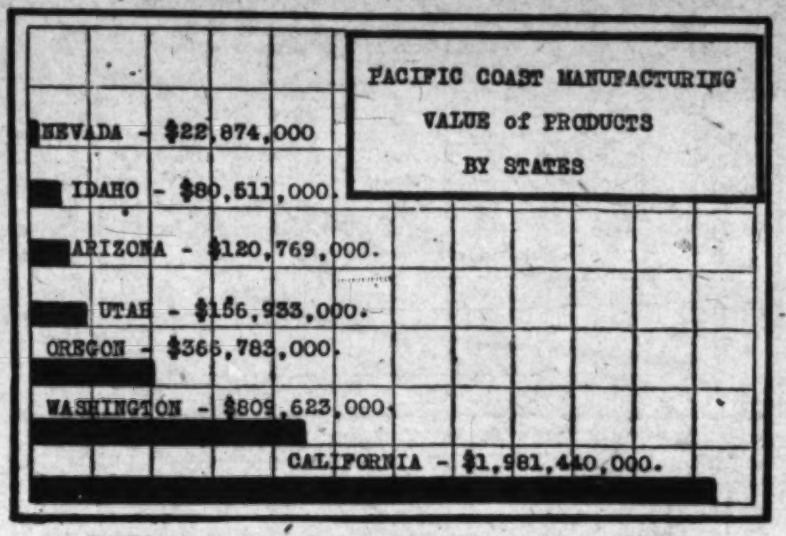
LOS ANGELES BUILDING PERMITS
—By Months
1919-1922

	1919 Permits	1919 Valuation	1920 Permits	1920 Valuation
Jan.	649	$ 812,827	1928	$4,188,206
Febr	693	1,008,195	1518	3,286,415
Mar.	861	1,122,415	1495	3,076,763
Apr.	956	1,610,255	1475	3,874,472
May	962	2,078,295	1373	3,163,042
June	951	1,914,470	1691	6,610,681
July	1068	1,887,609	2154	5,121,050
Aug.	1074	2,402,444	2643	6,970,312
Sept.	1259	2,447,793	3515	7,231,440
Oct.	1572	4,125,696	3210	6,431,661
Nov.	1536	5,232,537	2640	6,267,660
Dec.	1763	3,611,083	1913	3,902,329
TOTAL	13,344	$25,253,619	25,555	$60,023,600

	1921 Permits	1921 Valuation	1922 Permits	1922 Valuation
Jan.	1871	$3,301,714	2416	$ 7,975,163
Feb.	1887	3,131,670	2842	7,579,798
Mar.	2911	6,915,216	4241	10,964,829
Apr.	2504	7,250,571	3983	12,969,686
May	2624	7,438,760	4024	9,327,504
June	2712	6,269,546	3751	10,652,265
July	2717	5,503,362	3393	8,064,018
Aug.	2554	7,015,861	4294	11,523,891
Sept.	2931	8,262,665	4275	10,267,894
Oct.	4489	9,781,394		
Nov.	4242	8,685,775		
Dec.	3364	9,168,851		
TOTAL	37286	$2,761,386		
	Total to Oct. 1st	34219		$89,315,053

CLASSIFICATION OF BUILDING IN LOS ANGELES

Dwellings: Single and Multiple:		
1919	$15,516,653	4553 Permits
1920	31,436,934	9405
1921	47,475,977	16027
1922 To Oct. 1st..	46,375,279	13467
Industrial, including Motion Pictures:		
1919	3,313,564	3350
1920	5,617,795	7153
1921	6,837,313	8948
1922 To Oct. 1st..	5,971,775	8286
Commercial:		
1919	2,291,484	249
1920	10,201,795	364
1921	10,349,235	997
1922 To Oct. 1st..	13,556,245	948
Public and Semi-Public:		
1919	1,365,116	109
1920	836,558	43
1921	5,951,500	140
1922 To Oct. 1st..	4,364,212	126
Warehouses & Wharves:		
1919	775,795	44
1920	1,146,534	62
1921	1,271,920	85
1922 To Oct. 1st..	2,761,250	124
Alteration and Miscellaneous:		
1919	3,593,223	4905
1920	9,063,713	9151
1921	10,563,102	11394
1922 To Oct. 1st..	10,689,023	11091
Hotels:		
1919	1,345,463	7
1920	482,200	10
1921	145,000	7
1922 To Oct. 1st..	5,460,463	18



MANUFACTURING IN CITIES IN SOUTHERN HALF OF CALIFORNIA WITHIN EXCESS OF 10,000 POPULATION IN 1920

CITY	Number of Establishments 1909	1914	1919	Value of Products 1909	1914	1919
				(000, omitted)		
Los Angeles	1,325	1,911	2,543	$ 68,586	$ 103,458	$ 279,327
Fresno	76	117	223	14,000	16,500	48,944
Long Beach	51	94	128	927	2,945	14,617
San Diego	117	257	266	4,740	9021	20,226
San Bernardino	41	54	54	1,656	2,613	7,473
Pasadena		118	191		1,972	5,768
Bakersfield	27	51	73	2,818	2,928	5,699
Pomona	30	54	64	539	825	3,754
Santa Ana			74			3,627
Riverside		68	80		1,022	2,354
Santa Barbara	51	67	76	1,169	844	1,944
Glendale			41			1,174
Santa Monica			20			519
Venice			9			193
Total	1,718	2,771	3,831	$ 91,548	$ 142,128	$ 395,619

Where figures are not given, no reports are available.

CITY	Persons Engaged in Industry 1909	1914	1919	Capital Investment 1909	1914	1919
				(000 omitted)		
Los Angeles	21,875	31,540	59,249	$ 50,518	$ 101,681	$ 158,861
Fresno	321	427	1,127	4,933	7,375	12,867
Long Beach	413	1,128	4,246	1,325	3,228	5,377
San Diego	1,440	3,034	4,579	5,325	10,865	23,175
San Bernardino	883	1,283	2,417	1,242	1,302	3,947
Pasadena		804	1,427		1,601	3,023
Bakersfield	844	1,045	1,374	1,791	2,749	3,972
Pomona	285	459	707	1,346	1,192	1,784
Santa Ana			795			2,072
Riverside		403	544		940	1,090
Santa Barbara		370	660		943	1,833
Glendale			299			780
Santa Monica			188			337
Venice			64			105
Total	26,064	40,495	77,676	$ 75,480	$ 131,966	$ 219,822

Where figures are not given, no reports are available.

CITY	Value Added By Manufacture 1909	1914	1919	Salaries and Wages 1909	1914	1919
	(000. omitted)			(000. omitted)		
Los Angeles	29,673	44,517	119,609	$ 16,499	$ 26,025	$ 71,956
Fresno	3,097	4,348	11,826	1,430	1,965	5,216
Long Beach	428	1,308	8,543	294	805	5,421
San Diego	2,074	4,438	9,212	1,069	2,237	4,866
San Bernardino	896	1,192	3,435	753	1,005	3,222
Pasadena		1,103	2,652		585	1,472
Bakersfield	1,119	1,305	2,529	768	1,026	1,883
Pomona	329	500	1,768	174	275	806
Santa Ana			1,495			714
Riverside		573	1,962		297	645
Santa Barbara	472	511	1,051	259	305	709
Glendale			534			248
Santa Monica			287			137
Venice			97			56
Total	38,088	59,885	164,000	21,246	34,525	97,348

Where figures are not given, no reports are available.

MANUFACTURING IN LOS ANGELES COUNTY IN CITIES WITH POPULATION IN EXCESS OF 10,000 IN 1920

CITY	Number of Establishments 1909	1914	1919	Value of Products 1909	1914	1919
				(000. omitted)		
Los Angeles	1,325	1,911	2,543	$ 68,586	$ 103,458	$ 279,327
Long Beach	51	94	128		2,945	14,617
Pasadena		118	191		1,972	5,768
Pomona	30	54	64	539	825	3,754
Glendale			41			1,174
Santa Monica			20			519
Venice			9			193
Total	1,406	2,177	3,005	70,072	$ 109,200	$ 305,352

	Persons Engaged in Industry 1909	1914	1919	Capital Investment 1909	1914	1919
				(000. omitted)		
Los Angeles	21,875	31,540	59,249	$ 50,518	$ 101,681	$ 158,861
Long Beach	413	1,128	4,246	1,325	3,228	5,377
Pasadena		804	1,427		1,601	3,023
Pomona	285	459	707	1,346	1,192	1,784
Glendale			299			780
Santa Monica			188			337
Venice			64			105
Total	22,573	33,931	66,180	$ 62,189	$ 107,702	$ 170,272

	Value Added By Manufacture 1909	1914	1919	Salaries and Wages 1909	1914	1919
	(000. omitted)			(000. omitted)		
Los Angeles	$ 29,673	$ 44,517	$ 119,609	$ 16,499	$ 26,025	$ 71,956
Long Beach	428	1,308	8,543	294	805	5,421
Pasadena		1,103	2,652		585	1,472
Pomona	329	500	1,768	174	275	806
Glendale			534			248
Santa Monica			287			137
Venice			97			56
Total	$ 30,430	$ 47,518	$ 133,480	$ 16,967	$ 27,690	$ 80,096

Where figures are not given reports are not available.

The motion picture industry with a capital investment of approximately $500,000,000, employing approximately 15,000 people, and with a product annually valued at around $150,000,000 is not included in these figures

MANUFACTURING IN SAN DIEGO

	1909	1914	1919
Number of establishments	117	257	266
Value of products	4,740,000	9,021,000	20,226,000
Persons engaged in industry	1,440	3,034	4,579
Capital investment	5,325,000	10,865,000	23,175,000
Value added by manufacture	2,074,000	4,438,000	9,212,000
Salaries & Wages	1,069,000	2,237,000	4,866,000

MANUFACTURING IN SANTA ANA

	1919
Number of establishments	74
Value of products	$3,627,000
Persons engaged in industry	795
Capital investment	$2,072,000
Value added by manufacture	1,495,000
Salaries and wages	714,000

CONNECTED ELECTRIC LOAD IN HORSEPOWER
(San Joaquin Light and Power Corpn.

	1919	1920	1921	1922
SANTA BARBARA COUNTY				
Railway	625	625	1433	1443
Agriculture	1508	1864	2261	2920
Industrial	6872	7693	8274	9290
Light	9017	9832	10345	11040
Oil	1036	2210	2817	3659
TOTAL	19058	22024	25030	28452
LOS ANGELES COUNTY				
Railway	960	960	960	324
Agriculture	47,275	53,956	58,010	57,367
Industrial	120,794	133,116	153,068	179,880
Light	183,143	190,595	202,764	228,507
TOTAL	352,174	379,017	414,802	466,108
VENTURA COUNTY				
Agriculture	3,922	6,255	7,715	8,385
Industrial	4,368	5 134	6,345	7,195
Light	2,551	2 829	3,102	5,624
TOTAL	10,841	14,518	17,062	21,204
FRESNO COUNTY				
Industrial	15,920	17,936	21,032	67,069
Agricultural	3,651	3,913	13,971	13,292
Railway	1,790	1,340	1,340	1,340
Light	21,878	25,022	27,594	22,689
Other	9,614	15,683	17,172	
TOTAL	52,853	63,895	79,299	104,370
ORANGE COUNTY				
Railway				
Agriculture	19,308	20,997	23,479	24,499
Industrial	9,412	9,014	8,660	15,461
Light	9,195	10,010	11,300	14,299
TOTAL	37,916	40,021	43,439	54,469

CONNECTED ELECTRIC LOAD IN HORSEPOWER
(San Joaquin Light and Power Corpn. and Southern California Edison Co.)
—Con't.—

	1919	1920	1921	1922
TULARE COUNTY				
Industrial	439	617	1,367	1,807
Agricultural	3,610	3,816	5,900	6,057
Light	3,302	4,077	4,422	
Other	207	111	289	2,725
TOTAL	7,558	8,621	11,979	10,589
KERN COUNTY				
Industrial	6,988	7,760	8,434	8,542
Agricultural	6,446	7,305	11,058	12,178
Oil	10,359	12,440	12,230	13,557
Railway	430	430	430	430
Light	13,036	14,494	15,720	17,319
Other	237	245	482	
TOTAL	37,496	42,674	48,355	52,026
SAN BERNARDINO COUNTY				
Railway	587	587		
Agriculture	9,005	10,131	11,351	12,001
Industrial	8,859	8,977	9,344	10,925
Light	9,683	9,191	9,700	9,432
TOTAL	27,514	28,906	30,395	32,358
KINGS COUNTY				
Industrial	1,878	1,703	832	1,074
Agricultural	3,954	4,230	4,494	4,782
Oil			75	100
Light	1,544	1,724	1,778	1,562
Other	133	136	128	
TOTAL	7,509	6,793	7,358	7,518

HAMMOND LUMBER COMPANY

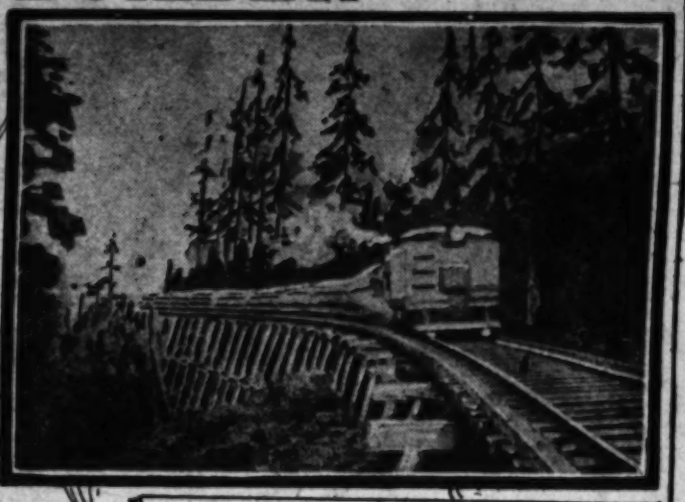
"FROM FOREST TO BUILDER"



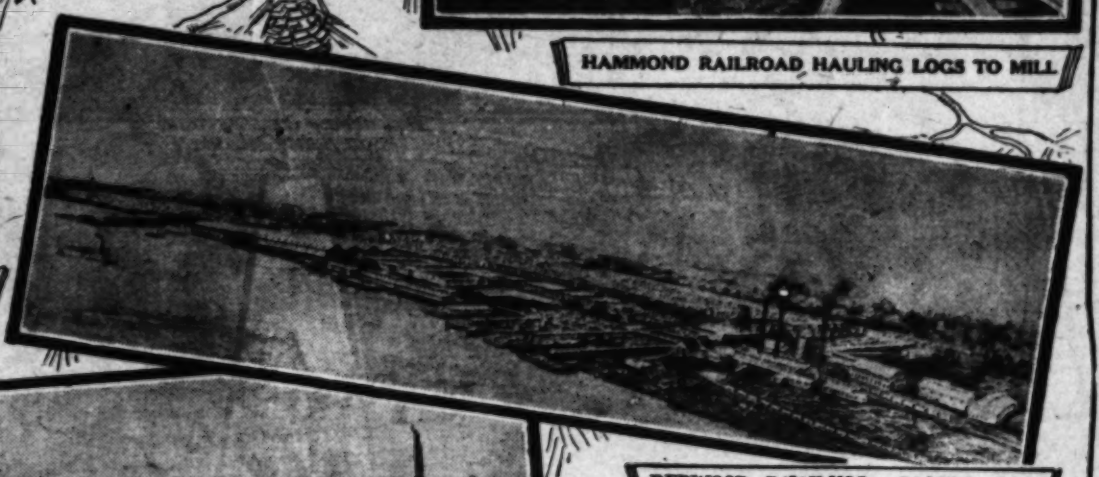
FOREST SCENE—HAMMOND FORESTS—OREGON



A LOG RAFT



HAMMOND RAILROAD HAULING LOGS TO MILL



REDWOOD SAWMILL - SAMOA, CAL.



WHOLESALE PLANT, SAN PEDRO, COVERING 60 ACRES



HAMMOND STEAMERS UNLOADING AT LOS ANGELES HARBOR



LOS ANGELES PLANT—PLANING MILL, SASH & DOOR FACTORY



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BRAWLEY	OWENSMOUTH
CALIPATRIA	PASADENA
CALEXICO	POMONA
COLTON	REDLANDS
EL CENTRO	RIVERSIDE
HIGHLAND	VAN NUYS
HOLTVILLE	LONG BEACH
IMPERIAL	RIPLEY
NEWHALL	WESTMORELAND
ONTARIO	ZELZAH

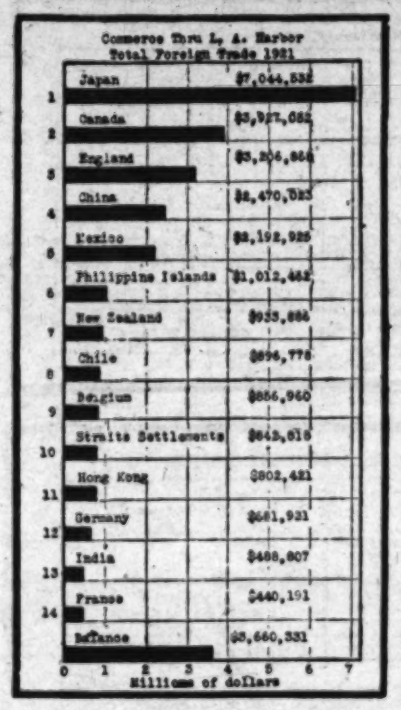
SAN BERNARDINO
MEXICALI, Mex. KINGMAN, Ariz

Los Angeles Harbor—Our Open Gateway

Key to Economic Development of the Pacific Southwest—New Markets Established For Local Producers

ALMOST casual survey will establish clearly that the key to the future of the Pacific-Southwest lies in Los Angeles and Long Beach harbors and the important strides which have been made by the harbor in recent years are largely the result of the changed economic status of this territory.

Geographically, the Pacific - Southwest centers into Los Angeles and Los Angeles Harbor. Its natural routes of travel, which have been strengthened by important systems of highways and by the lines of three important transcontinental railroads, are all constructed in such a manner that the commerce of this great western empire, if permitted to flow in its natural course, will move through the metropolitan area of Los Angeles and its harbor.



The harbor is the gateway which opens new markets to the producers of this territory and it is natural to assume that with the harbor definitely established as the natural concentration point for the products moving into and out of this district, Los Angeles should become an industrial and commercial center, fabricating and distributing the raw materials produced in contiguous sections, in such a manner as to open new markets to the producers of raw materials, distributing the commodities purchased in return for the products of this western empire, and materially increasing the productivity and prosperity of the Pacific-Southwest.

• • •

Harbor the Key

THE reason why the harbor furnishes the key to the present phase of the economic development of the Pacific-Southwest is found in the fact that through the harbor and through the harbor alone the markets for the products of this district are being extended to the far quarters of the globe.

It is not generally realized that the harbor and the Panama Canal furnish the means whereby manufacturers in the metropolitan area of Los Angeles are entering the markets of the Atlantic seaboard of the United States in competition with manufacturers in eastern portions of the country. Already manufacturers in this territory have demonstrated as a practical fact that their costs of manufacturing and of transportation, because of the existence of Los Angeles Harbor and the Panama Canal, will permit them to lay their finished products down in New York City at a cost no greater than the cost to the manufacturer of the same article located two hundred miles inland from New York City. In other words, the harbor puts Los Angeles on a parity with Buffalo in entering the New York market and on a parity with Pittsburg in entering the markets of Philadelphia.

• • •

Oriental Markets

IT HAS become almost trite to speak of the Pacific as "the ocean of the future," and yet a discussion of the markets made available to the produce of the Pacific-Southwest through the existence of Los Angeles Harbor would not be complete without mention of oriental markets and the growing commerce of the Pacific.

The Orient is just awakening to its economic possibilities and the teeming millions of Asia are calling for increasing amounts of the manufactured products of the United States and are looking to America as a market for their raw materials. Los Angeles Harbor has an advantage over every other harbor on the Pacific Coast of the United States in entering the markets of the Orient. Vessels travel by the great circle route, because it is this route that permits the most economic sailing of ships. From the Panama Canal to the Orient, Los Angeles is, by several hundred miles, the nearest port of call on the Pacific Ocean of the United States and a vessel plying from the Atlantic seaboard to the Orient will look to Los Angeles as the natural port of call on the Pacific Coast of the United States for fueling and for the picking up and dropping of cargoes.

One important advantage enjoyed by Los Angeles Harbor in the handling of this oriental commerce is found in the fact that, being a man-made, rather than a natural harbor, it has the quickest turn-around of any port on the Pacific. It is an established fact that when berthing facilities are available an oil-burning vessel can enter Los Angeles Harbor, fill its bunkers, take on or discharge some cargo and be in the high seas again within five hours. A very few tons of cargo will pay the expense of such a visit. In the other ports of the Pacific seaboard of the United States a vessel must spend from twenty-four to thirty-six hours, and even longer when the entrance is blocked by fog, in entering and leaving the port, and since the time spent in port and in entering and leaving a port is the most expensive item of operating vessels, Los Angeles has an advantage in handling the commerce of the Orient, because it can save a vessel at least one day's time in its turn-around.

• • •

Local Markets

BUT there is still another phase to this problem of the potentialities of Los Angeles Harbor—the front door of the Pacific-Southwest. There is the natural question in the mind of the dispassionate observer as to whether or not there is commerce available at Los Angeles Harbor to make it worth while for the vessels of the world to make it a regular port of call. There can be but one answer to this question and that is affirmative. Already the Pacific-Southwest has a population in excess of 3,000,000 people, with an annual purchasing power exceeding $3,000,000,000 and these people are consuming goods produced in the four corners of the world. Los Angeles Harbor offers the most efficient means for the importation of goods consumed but not produced in the Pacific-Southwest.

Again, there is no district in the world which produces raw materials as bountifully as the Pacific-Southwest and no place in which there is as great a diversification in the types of raw materials produced.

Also, the unification of the economic activities of the Pacific-Southwest, which is proceeding so rapidly today, because of the urge of economic necessity and because of the vision of the leaders in the financial world of Los Angeles, who during the past two years of the business depression have turned the trade routes of the Pacific-Southwest into the metropolitan area of Los Angeles, is forcing the industrialization and commercialization of the metropolitan area of Los Angeles surrounding Los Angeles Harbor.

Conservatively estimated, $100,000,000 represents the annual additional money

DOMESTIC COMMERCE THRU LOS ANGELES HARBOR
VALUE AND TONNAGE, 1920*

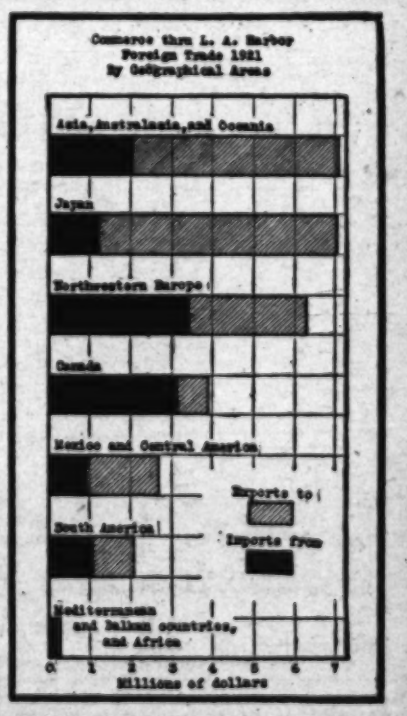
	Inbound	Outbound	Total
FOOD PRODUCTS			
Tons	125,229	18,321	143,550
Percentage	8.1%	.9%	4%
Value	27,424,285	4,178,579	31,602,864
Percentage	24.8%	8.1%	19.5%
IRON, STEEL, LEAD, TIN AND OTHER METAL PRODUCTS			
Tons	33,641	5,571	39,212
Percentage	2.1%	.27%	1.1%
Value	4,542,535	600,450	5,142,985
Percentage	4.1%	1.2%	3.2%
HARDWARE, MACHINERY AND ELECTRICAL GOODS			
Tons	13,397	4,707	18,104
Percentage	.94%	.23%	.5%
Value	8,279,127	3,323,070	11,602,197
Percentage	7.5%	6.5%	7.2%
GENERAL MERCHANDISE			
Tons	59,031	24,872	83,903
Percentage	3.6%	1.2%	2.3%
Value	20,848,181	5,576,975	26,425,156
Percentage	19.0%	10.6%	16.3%
DRY GOODS, TEXTILES AND CLOTHING			
Tons	6,171	3,007	9,178
Percentage	.4%	.15%	.2%
Value	11,234,540	2,880,840	14,115,380
Percentage	10.3%	5.6%	8.7%
LUMBER			
Tons	1,200,225	1,780	1,202,005
Percentage	77.4%	.08%	23.5%
Value	27,194,986	139,163	27,334,149
Percentage	24.5%	.27%	16.9%
PAPER PRODUCTS			
Tons	34,085	1,310	35,395
Percentage	2.2%	.06%	1.0%
Value	9,446,530	304,755	9,751,285
Percentage	8.6%	.58%	6.0%
PETROLEUM PRODUCTS			
Tons	82,570	1,975,736	2,058,306
Percentage	5.3%	97.1%	57.4%
Value	1,178,779	34,354,992	35,553,771
Percentage	1.05%	66.7%	21.9%
WOOL AND COTTON			
Tons	221	378	599
Percentage	.....	.....	.....
Value	166,070	223,600	399,670
Percentage	.15%	.45%	.3%
Total Tons	1,554,570	2,035,682	3,590,252
Total Percentage	100%	100%	100%
Total Value	110,315,013	51,592,444	161,907,457
Total Percentage	100%	100%	100%

*The percentage figures appearing under Value and Tonnage refer to the proportion which these amounts bear to the total division in which they appear. For example, 8.1% under tons of food products inbound represents the proportion of food products to total inbound domestic tonnage.

DOMESTIC COMMERCE THRU LOS ANGELES HARBOR
VALUE AND TONNAGE, 1921*

	Inbound Coastwise	Inbound Coast-to-Coast	Outbound Coastwise	Outbound Coast-to-Coast	Total
FOOD PRODUCTS					
Tons	115,361	16,078	13,167	36,145	180,751
Percentage	9.62%	6.87%	.8%	36.68%	4.28%
Value	16,114,133	3,429,441	2,720,342	6,235,440	28,499,356
Percentage	25.4%	6.6%	5.3%	44.8%	15.8%
IRON, STEEL, LEAD, TIN AND OTHER METAL PRODUCTS					
Tons	10,155	100,040	2,544	160	112,899
Percentage	.83%	42.75%	.1%	.16%	2.68%
Value	2,629,015	13,845,056	374,065	41,560	16,889,696
Percentage	4.1%	26.8%	.7%	.3%	9.5%
MACHINERY, HARDWARE AND ELECTRICAL GOODS					
Tons	4,267	28,701	2,305	444	35,717
Percentage	.35%	12.25%	.09%	.45%	.9%
Value	3,197,870	11,930,835	1,888,950	223,000	17,240,655
Percentage	5.0%	23.2%	3.7%	1.7%	9.5%
GENERAL MERCHANDISE					
Tons	41,276	60,091	17,029	14,661	133,057
Percentage	3.47%	25.62%	.6%	14.85%	3.1%
Value	12,225,759	10,364,982	3,746,774	2,419,304	28,756,819
Percentage	19.3%	20.1%	7.3%	17.5%	15.9%
DRY GOODS, CLOTHING AND TEXTILES					
Tons	2,665	8,904	1,737	723	14,029
Percentage	.22%	3.8%	.07%	.73%	.3%
Value	3,182,443	8,831,085	1,916,475	164,400	14,094,403
Percentage	5.0%	17.1%	3.7%	1.2%	7.8%
LUMBER					
Tons	1,009,266	1,087	1,327	.....	1,011,680
Percentage	81.4%	.47%	.05%	.....	24.0%
Value	16,940,462	57,660	19,298	.....	17,017,420
Percentage	26.7%	.1%	.05%	.....	9.4%
PAPER PRODUCTS					
Tons	30,792	7,882	1,708	756	41,128
Percentage	2.62%	3.36%	.06%	.78%	.98%
Value	8,849,075	2,897,940	416,550	25,399	12,188,964
Percentage	13.8%	5.6%	3.0%	.2%	6.7%
PETROLEUM PRODUCTS					
Tons	16,627	11,230	2,616,721	39,615	2,684,193
Percentage	1.47%	4.8%	94.52%	40.15%	61.6%
Value	276,552	285,603	40,343,258	736,758	41,642,211
Percentage	.4%	.5%	78.3%	5.3%	23%
WOOL AND COTTON					
Tons	228	38	107	6,214	6,587
Percentage	.02%	.....	.....	6.2%	.16%
Value	170,360	21,600	72,200	4,048,170	4,312,330
Percentage	.3%	.04%	.15%	29.0%	2.4%
Total Tons	1,220,737	234,051	2,654,845	98,718	4,220,151
Total Percentage	100%	100%	100%	100%	100%
Total Value	63,585,669	51,664,202	51,397,952	13,894,031	180,541,854
Total Percentage	100%	100%	100%	100%	100%

*The percentage figures appearing under Value and Tonnage refer to the proportion which these amounts bear to the total division in which they appear. For example, 9.62% under tons of food products inbound coastwise represents the proportion of food products to total inbound coastwise tonnage.





A.E. KUHLMAN
SEC'Y & AUDITOR

C.J. KUBACH
COMPANY
LOS ANGELES, CAL.

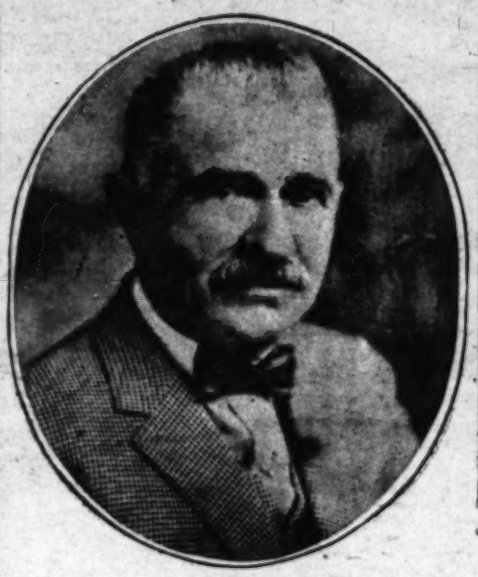
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CALIFORNIA — C.J. KUBACH — INTERESTS

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MORELAND
MOTOR TRUCK COMPANY

and credit put into circulation in the community and the money and credit savings resulting from the existence of Los Angeles Harbor. This annual profit compares with total expenditures on the port by both the Federal government and the city of Los Angeles of only approximately $20,000,000, or about one-fifth of the annual gross income which the port provides.

It is conservatively estimated that each ship entering Los Angeles Harbor causes the expenditure of at least $1000 that would not otherwise have been spent in this community. That this estimate is ultraconservative, as illustrated by the fact that in some cases there has been as much as $15,000 spent by a vessel during its stay in Los Angeles Harbor for ordinary expenditures and when the vessels load fuel oil for bunkerage their expenditures for this

lumber which is brought into Los Angeles Harbor from the Pacific Northwest were to be carried by rail instead of water, the freight cost would be increased one cent per board foot. As there were in excess of 814,000,000 board feet of lumber brought into the port in 1921, this means that the lumber bill of the people of this territory was reduced by $6,140,000 because of the harbor.

It has been estimated that the average saving on freight rates in the coast-to-coast business is not less than $10 per ton, and sometimes may run to twice this amount. Taking the lower figure, the freight saving in this division of commerce, as the result of the existence of the harbor, amounted to in excess of $3,300,000 in 1921.

If the saving on petroleum freight rates is very conservatively estimated at $5 a

ton, this means that the port reduced the Southern California petroleum and petroleum products freight bill by $13,430,000 in 1921.

Freight savings in coastwise business, other than lumber and petroleum, probably ran to something in excess of $2,000,000 last year.

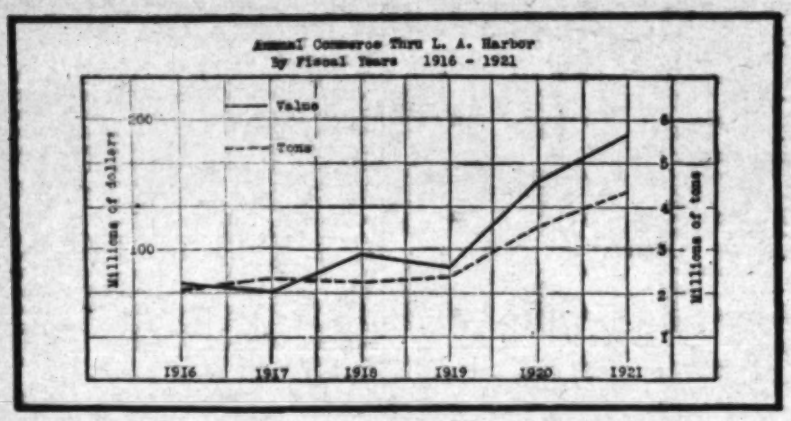
Upon this basis the 1921 freight bill paid by the people of this territory on their domestic trade was reduced by not less than $25,000,000 through the use of Los Angeles Harbor.

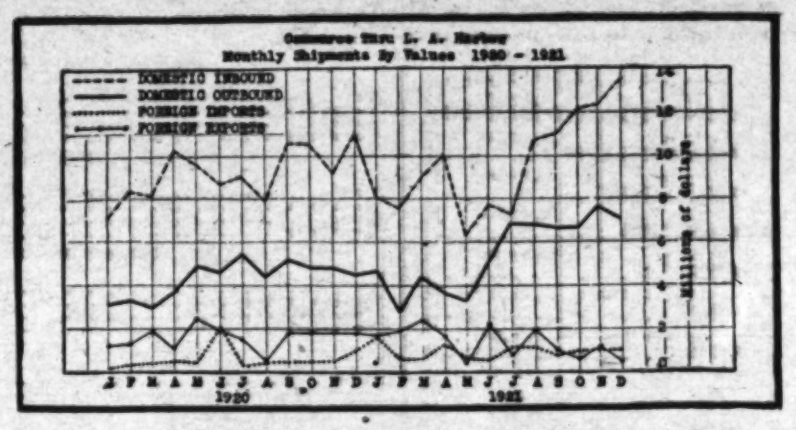
The total direct expenditures and direct savings resulting from the port consequently amounted to in excess of $70,000,000 in 1921.

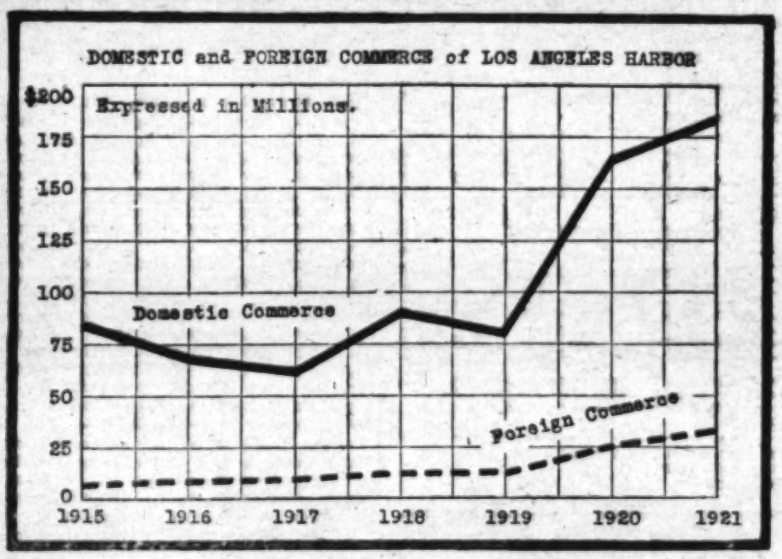
These items do not take into consideration the normal profits on the goods passing through the harbor, the sums spent in

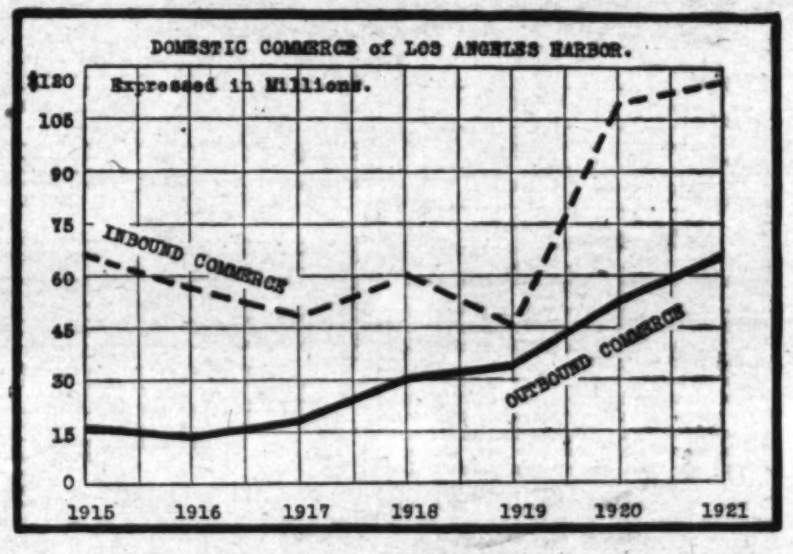
bringing this commerce to the port or moving it inland, the wages of those producing the commodities shipped out of the port, or those handling the selling of the commodities shipped into the port, or the profits, wages, construction work, etc., resulting from the additional trade which would not have existed if there had been no port.

It is only fair to estimate that these items of profit total at least 15 per cent of the total value of the commerce passing through the port, or more than $30,000,000 in 1921. With this figure added to the $70,000,000 already mentioned, it can be seen that the direct and indirect returns to people of this community, resulting from the existence of Los Angeles Harbor, exceed $100,000,000 per annum, and that the benefit accrues directly to practically every person









single item will run anywhere from $5000 to $50,000.

During 1921 there were 3143 commercial vessels which entered the port and during the last five months there was never a month in which there were not, on an average, at least ten vessels which entered the port every day, so that there was in excess of $3,000,000 spent for supplies and labor directly by the commercial vessels entering the port of Los Angeles in 1921.

This does not take into consideration the expenditures of the Pacific Fleet of the United States Navy. It is estimated on reliable authority that the fleet spends on an average $3,000,000 a month in the port territory. One-half of this amount consists of the pay to the men and officers, exclusive of allotments, most of which is spent in this community, and the remaining half represents money spent for various supplies. In other words, the Navy is spending not less than $35,000,000 a year in the territory surrounding the port. Without the harbor not one cent of this money would enter this district.

Due to the fact that navy officers are practically universally of the opinion that Los Angeles Harbor is by far the best harbor on the Pacific Coast for the home port of the navy, due to its easy access, lack of fog, etc., it may be anticipated that this item will be a continuing item of expenditure.

In addition, there is a pay roll of approximately $350,000 per month, or $4,200,000 a year, at the port for the 2000 people engaged in loading and unloading of vessels, maintenance of wharves, etc., and the uptown offices of the steamship companies will spend another half million dollars a year in pay roll.

There is also a considerable item of expenditure for ship repairs, so that it may be conservatively estimated that there is at least $45,000,000 a year actually spent in this community which would not be spent if it were not for Los Angeles Harbor.

The direct savings resulting from the existence of the port should properly be considered as profit due to the existence of the port. That these savings are enormous is illustrated by the fact that if the

FOREIGN COMMERCE THROUGH LOS ANGELES HARBOR

IMPORTS

From	1920	1921
Canada	$1,851,539	$3,174,950
Mexico	545,133	677,588
Guatemala	83,212	93,528
Honduras	3,789	
Nicaragua	25,478	32,062
Salvador	4,200	5,876
Costa Rica	26,773	33,248
Panama	152,675	16,040
Ecuador	22,819	21,276
Colombia	57,360	155,050
Peru		553
Brazil	19,560	425,631
Bolivia		
Chile	323,768	56,647
Paraguay		
Argentine	81,408	290,617
Uruguay		96,589
Cuba & West Indies		47,148
Ireland	12,710	40,258
Scotland	168,963	143,617
England	711,368	1,018,382
Spain		59,772
France	8,171	341,899
Belgium	8,330	855,509
Netherlands	19,040	128,204
Germany	31,915	398,693
Denmark	2,653	33,082
Sweden	41,577	196,894
Norway	62,416	302,652
Switzerland	1,430	17,924
Austria	335	3,694
Czecho-Slovakia	2,943	15,056
Poland		870
Roumania		3,500
Italy	4,787	23,573
Persia		
Turkey	606	2,267
British India & Ceylon	15,822	48,704
Siam		
French Indo China		5,109
China	1,623,678	307,309
British East Indies		51,790
Dutch East Indies	283,157	260,787
Straits Settlements	889	771,948
Philippine Islands	284,970	369,296
Japan	512,672	1,235,056
Korea		986
Australia	15,049	77,922
New Zealand	6,792	5,892
Hawaiian Islands		
Hong Kong	49,480	116,120
British East Africa		2,715
Oceania		8,410
British South Africa	8,373	84
Egypt		1,911
French Africa		170
Russia & Siberia		
Trinidad		2,415
Azores		297
Greece	18,194	17,214
Finland		220
Malta		2,956
Total	$7,674,463	$12,855,620

EXPORTS

To	1920	1921
Canada	$1,782,590	$ 752,202
Mexico	1,533,605	1,515,337
Guatemala	118,490	23,129
Honduras	243,822	66,671
Nicaragua	226,848	40,844
Salvador	381,030	48,448
Costa Rica	161,455	29,910
Panama	163,341	47,380
Ecuador	131,757	21,487
Colombia	174,242	96,875
Peru	209,244	41,523
Brazil		236
Bolivia	47,867	3,227
Chile	294,451	840,131
Argentine		17,508
Paraguay		
Uruguay		1,070
Cuba & West Indies	118,044	31,997
Ireland		125
Scotland	1,871	38,833
England	3,260,505	2,188,486
Spain		
France	6,592	98,292
Belgium	100	1,481
Netherlands	4,138	33,028
Germany	109,726	283,238
Denmark		174,344
Sweden	5,850	35,894
Norway		3,192
Switzerland		166
Austria		200
Czecho-Slovakia		500
Poland		34
Roumania		
Italy		
Persia	95	
Turkey	357	73,789
British India & Ceylon	570,857	448,163
Siam		19,887
French Indo China		2
China	2,721,683	2,182,714
British East Indies		
Dutch East Indies	67,399	38,423
Straits Settlements	317,404	70,870
Philippine Islands	1,398,230	643,166
Japan	2,449,764	5,809,476
Korea	6,494	1,948
Australia	26,290	22,482
New Zealand	770,185	927,994
Hawaiian Islands		37,515
Hong Kong	749,632	688,301
British East Africa		
Oceania	333	684
British South Africa	1,482	4,721
Egypt	1,720	1,527
French Africa		
Russia and Siberia		205
Trinidad		34,503
Azores		
Greece		
Finland		780
Malta		
Total	$15,114,598	$17,402,973

actively engaged in the economic life of this district.

With the present rapid expansion in the commerce of the port, there is every reason to believe that this figure will amount to at least $200,000,000 within a comparatively short time if the community provides sufficient financial support to permit sufficiently rapid expansion of harbor facilities to take care of the ever-increasing business.

The above analysis does not take into consideration the fact that the city of Los Angeles, through the ownership of its har-

TOTAL COMMERCE HANDLED THROUGH LOS ANGELES HARBOR
By Fiscal Years

	Tons	Value
1916	2,051,785	$ 76,540,742
1917	2,312,387	69,353,873
1918	2,220,534	98,962,652
1919	3,280,622	96,491,470
1920	3,528,280	153,310,010
1921	4,206,134	188,051,422
1921 (Calendar year)	4,982,172	200,998,847

bor, has, by the direct expenditure of approximately $9,000,000 and Federal aid of approximately $11,000,000, created a property which has a present-day conservative value of in excess of $40,000,000, with every indication that this value will continue to increase steadily.

COMMODITIES ENTERING CLASSIFICATIONS OF COMMERCE THROUGH LOS ANGELES HARBOR

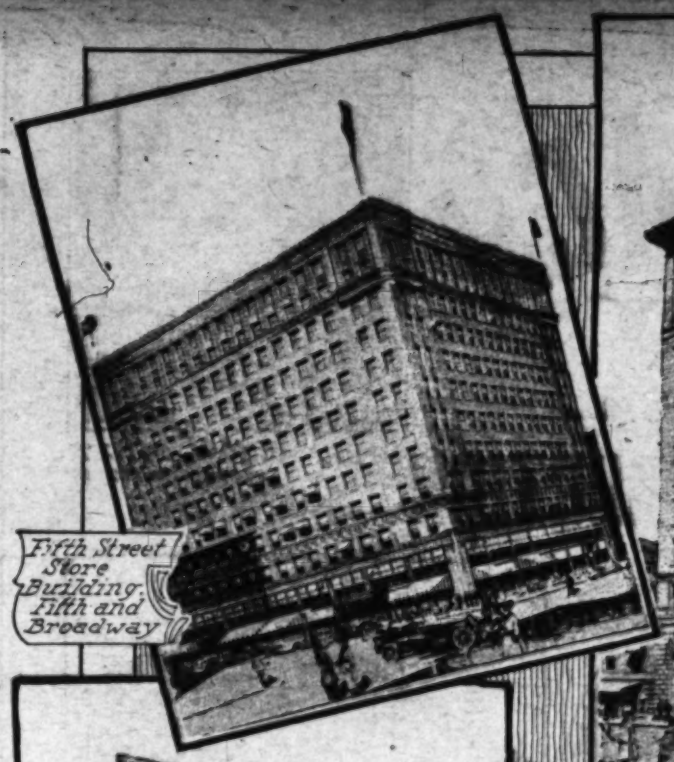
Food Products
Apricot kernels, baking powder, beans, butter, canned goods, cheese, chocolate, chewing gum, cocoanuts, coffee cottonseed oil, candy and confectionery, dried fruit, eggs, fish, flavoring extracts, flour, fruit, groceries, honey, jams and jellies, lard, lard substitutes, liquors n.o.s., liquors alcoholic, malt, mineral water, nuts—edible, oleomargarine, olives, olive oil, peanuts, pickles, potatoes, rice, sauce—table, sausage casings, soda bicarbonate, sugar, spices, syrup, tapioca, tea, vegetable oil, vegetables—dried, vegetables—fresh, vinegar.

Iron, Steel, Lead, Tin and Other Metal Products
Bullion and parts, brass, copper, iron, lead, lead pipe, metals, solder, steel, tin, tin manufactures, tin oxide, tin plate, zinc.

Hardware, Machinery and Electrical Goods
Agricultural implements, ammunition, autos, auto accessories, baby carriages, bath tubs, batteries, brass goods, copper wire, electrical goods, gas logs, gas stoves, hardware, lawn mowers, motorcycles, plumbing supplies, radiators, refrigerators, machinery, washboards, washing

(CONTINUED ON PAGE FIFTEEN)

TROPICO POTTERIES, INC.



Fifth Street Store Building, Fifth and Broadway



Union Bank & Trust Co Building Eighth and Hill Streets



Union Oil Building Seventh and Hope Streets



Building for The California Bank, Spring Street Between Sixth and Seventh Streets

IMPORTANT WORK DURING 1922

Aleck Curlett
Claud Beelman
Architects

UNION BANK BUILDING

LOS ANGELES

Sun Realty Co Building Seventh and Hill Streets





Apartment House For A C Blumenthal & Co Wilshire Boulevard and Berendo



Farmers & Merchants Bank Building Long Beach, California

and credit put into circulation in the community and the money and credit sav-ings resulting from the existence of Los Angeles Harbor. This annual profit com-pares with total expenditures on the port by both the Federal Government and the city of Los Angeles of only approximately $26,000,000, or about one-fifth of the annual gross income which the port provides.

It is conservatively estimated that each ton of lumber which is brought into Los Angeles Harbor from the Pacific-Northwest were to be carried by rail instead of water, the freight cost would be increased one cent per board foot. As there were in excess of 614,000,000 board feet of lumber brought into the port in 1921, this means that the lumber bill of the people of this territory was reduced by $6,140,000 because of the harbor.

Upon this basis the 1921 freight bill paid by the people of this territory on their do-mestic trade was reduced by not less than $13,426,000 by the harbor, probably ran to something in excess of $25,000,000 last year.

Freight savings in coastwise business, other than lumber and petroleum, probably is 1921.

Southern California petroleum and pe-troleum products freight bill by $12,000,000 by the harbor, this means that the port reduced the

bringing this commerce to the port or mov-ing it inland, the wages of those producing those handling the selling of the commodi-ties shipped out of the port, or the commodities shipped out of the port, or those shipped into the port, or the goods, wages, construction work, etc., resulting from the additional trade which would not have existed if there had been no port.

It is only fair to estimate that these items of profit total at least 15 per cent of the

been done during the past three years, care-ful surveys indicate that, in proportion to the growing business and population of this district, building construction has failed to keep pace with the demands for new struc-tures and that the shortage resulting from small war-time construction activities dur-ing the years 1914 to 1918 inclusive, has not yet been made up, and that, in addition to the normal requirements of the next few years, there will probably have to be $100,-000,000 worth of building done in this dis-trict to take care of the shortage resulting from the war-time program.

The record of industrial and commercial buildings, together with that of warehouses, wharves and hotels, gives an excellent pic-ture of the increasing business activities of the community. The permits for alter-ations and additions should also be taken into consideration as a very considerable proportion of these alterations are the re-sult of additions on the part of industrial and commercial concerns to take care of growing business.

While accurate statistics for similar types of buildings in other communities in the Pa-cific-Southwest are not available, all facts indicate that the same situation is true in the other important communities of the ter-ritory.

Although statistical material is not at hand, reports indicate that the jobbing busi-ness in the city of Los Angeles now aver-ages $1,000,000,000 or better a year, with the area served by the commercial interests of the metropolitan area of Los Angeles con-stantly expanding. The present annual con-sumptive power of the district served will probably run as high as $3,000,000,000.

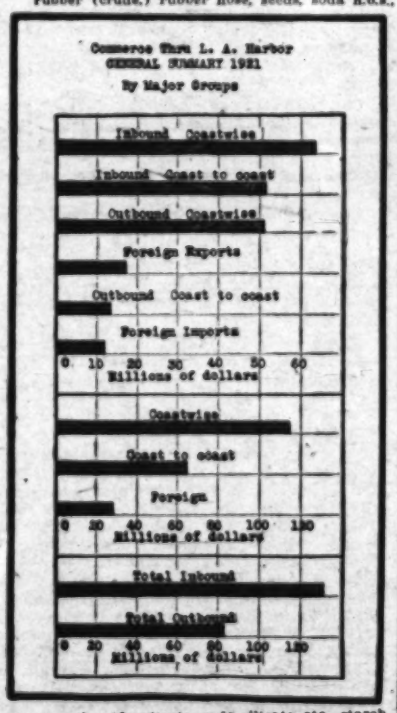
The statistical tables on this and the pre-ceding page should give in some small meas-ure the picture of the increasing import-ance of the commerce and industry of this territory.

LOS ANGELES HARBOR
(Continued from Page 12)

machines, water meters, wringers, wire and wire products, vehicles.

General Merchandise

Acids, ammonia, asbestos fiber, asphalt, auto. tires and tubes, borax, bottle caps, brick, cal-cium carbide, cattle, cement, cottonseed meal, charcoal, chemicals, chinaware, coal and coke, cork, clay, crockery, drugs, dog biscuits, earth-enware, enamelware, felt, fiber, films, fish cake, barrels, empty drums, etc., furniture, glass n.o.s., glassware, glue, infusorial, earth, hay, horses, household goods, leather, linseed oil, lime, lithophone, live stock n.o.s., marble, matches, meal and mill feed, merchandise n.o.s., moss, musical instruments, oakum, pitch, paint, photo goods, poultry food, roofing, rope, rosin, rubber (crude,) rubber hose, seeds, soda n.o.s.,



soda ash, soda nitrate, soda silicate, etc., starch, stone, tallow, tents, tile, shoe blacking, stove polish, slate, shells, ship chandlery, tobacco, turpentine, washing powder, varnish, tar, talc, celite.

Dry Goods, Clothing, Textiles, Toys,

Toilet Articles and Notions

Bags and burlap, carpets and rugs, clothing, cotton goods, cotton waste, dry goods, leather goods, notions, linoleum, oil cloth, rags, rub-ber goods, shoes, perfumery, soap, silk, silk manufactures, suspenders and garters, surgical dressings, toilet supplies, toys, twine, woolen goods, woolen yarn.

Lumber and Wood Products

Excelsior, Wood pulp, woodenware, lumber, hardwood and cabinet woods.

Paper, Paper Products and Printers' Supplies

Books, ink, paper, paper products and paste.

Petroleum Products

Grease, oil, oil tops, crude oil, fuel oil, gasoline, kerosene, etc.

Wool and Vegetable Fibers

Wool, cotton—raw, flax, hemp, kapoc. [Note—n.o.s. (not otherwise specified.)]

	Capital	Power	Annual
Motion Pictures (est)	$ 100,000,000	$ 27,000	$ 125,000,000
Petroleum Products	110,000,000	35,000	121,000,000
Meat Packers	5,885,000	20,113	84,487,000
Canneries, fruit and vegetables	3,850,190	14,200	6,140,670
Canneries, Fish	2,511,548	13,091	6,795,212
Confect., Fancy Foods	5,575,741	64,258	11,124,296
Food Products, Misc.	21,791,284	258,470	92,017,671
Wearing Apparel	19,822,911	158,717	31,729,087
Iron, Steel, Machinery	70,514,910	379,223	87,068,758
Car Shops	7,563,750	417,528	15,660,654
Light & Power	141,326,505	203,950	20,125,374
Autos, Parts etc.	22,922,190	129,285	52,146,015
Gas, (Manufactured)	58,698,690	83,500	17,827,359
Leather Products	1,306,633	9,560	2,092,206
Furniture	8,818,047	127,974	19,496,738
Printing and Pub.	18,242,648	212,023	25,346,703
Cement, Brick, Clay Pro.	26,569,928	102,267	17,921,449
Glass Products	2,324,162	26,187	4,681,542
Lumber, Planing Mills	15,284,283	162,051	29,385,675
Boxes, Cans, Containers	3,498,825	27,212	7,052,632
Sheet Metal Products	894,070	13,376	1,970,265
Chemicals, Allied Pro.	9,408,867	50,660	16,239,126
Medicines, Drugs, etc.	1,775,207	6,618	3,642,540
Jewelry, Novelties	742,875	12,237	1,477,247
Laundries	7,298,636	155,872	7,462,405
Tobacco Products	598,455	9,386	1,418,165
Miscellaneous Products	50,125,641	211,675	33,300,673
	$670,037,285	$3,819,133	$800,926,641

MANUFACTURING IN BAKERSFIELD

	1909	1914	1919
No. of establishments	27	51	73
Value of products	$2,818,000	$82,928,000	$5,699,000
Persons engaged in industry	844	1,045	1,374
Capital investment	1,791,000	2,749,000	3,972,000
Value added by manufacture	1,119,000	1,305,000	2,529,000
Salaries and wages	768,000	1,026,000	1,883,000

MANUFACTURING IN FRESNO

	1909	1914	1919
No. of establishments	76	117	223
Value of products	$11,090,000	$16,500,000	$48,944,000
Persons engaged in industry	324	427	1,177
Capital investment	$ 4,933,000	$ 7,375,000	$12,867,000
Value added by manufacture	3,097,000	4,348,000	11,826,000
Salaries and wages	1,430,000	1,965,000	5,216,000

MANUFACTURING IN SANTA BARBARA

	1909	1914	1919
Number of establishments	51	47	76
Value of products	$1,169,000	$844,000	$1,944,000
Persons engaged in industry	*	370	660
Capital investments	*	$943,000	$1,833,000
Value added by manufacture	$472,000	$511,000	$1,051,000
Salaries and wages	$259,000	$305,000	$ 706,000

* Figures not available.

IRRIGATION WORKS IN SOUTHERN HALF OF CALIFORNIA BY COUNTIES

COUNTY	Number of Enterprises	MAIN DITCHES: Length in Miles	MAIN DITCHES: Capacity Second Feet	LATERALS: Length in Miles
Fresno	2,968	1,339	10,765	2,003
Imperial	17	537	10,575	2,690
Inyo	87	132	1,368	4
Kern	875	445	6,314	149
Kings	345	396	13,586	387
Los Angeles	1,863	332	5,059	221
Orange	1,012	82	780	73
Riverside	807	235	2,649	196
San Bernardino	622	141	1,291	30
San Diego	637	137	1,653	18
San Luis Obispo	128	20	53	
Santa Barbara	275	31	312	7
Tulare	3,570	770	8,018	1,252
Ventura	130	42	169	39
Total	13,336	4,639	62,592	7,060

GENERAL SUMMARY BY COUNTIES

LOS ANGELES COUNTY, the richest ag-ricultural county in the United States, the home of the most important seaport in the Pacific-Southwest, of the largest city on the Pacific Coast, and the most important industrial, wholesaling and financing dis-trict in the Pacific-Southwest, as well as the most important resort county in the United States, is the tenth largest county in the State of California, containing 2,833,-600 acres. It is bounded on the north by Kern county, on the west by Ventura coun-ty, on the south by the Pacific Ocean and Orange county, and on the east by San Ber-nardino county. It is in many respects the center to the economic life of the southern portion of the State of California, and the entire Pacific-Southwest.

POPULATION STATISTICS LOS ANGELES COUNTY

Incorporated Cities—	1900	1910	1920
Alhambra	*	5,021	9,096
Arcadia Arcadia	*	696	2,239
Avalon	*	*	586
Azusa	863	1,477	2,460
Beverly Hills	*	*	674
Burbank	*	*	2,913
Claremont	*	*	1,718
Compton	*	922	1,478
Covina	*	1,652	1,999
Culver	*	*	502
Eagle Rock	*	*	2,256
El Monte	*	*	1,282
El Segundo	*	*	1,563
Glendale	*	2,746	13,536
Glendora	*	*	2,028
Huntington Park	*	1,299	4,513
Inglewood	*	1,536	3,286
La Verne	*	954	1,498
Long Beach	2,252	17,809	55,593
Los Angeles	102,479	319,198	576,673
Manhattan	*	*	859
Monrovia	1,205	3,576	5,480
Monterey Park	*	*	4,108
Pasadena	9,117	30,291	45,354
Pomona	5,526	10,207	12,505
Redondo	855	2,935	4,913
San Fernando	*	*	3,204
San Gabriel	*	*	2,640
San Marino	*	*	584
Santa Monica	3,057	7,847	15,252
South Pasadena	1,001	4,649	7,652
Venice	*	3 119	10,385
Vernon	*	772	1,905
Watts	*	1,922	4,529
Whittier	1,590	4,550	7,997
	127,945	423,178	813,562

*Incorporated subsequent to that census.

FARMS AND FARM PROPERTY IN LOS ANGELES COUNTY

	1900	1910	1920
Number of farms	6,577	7,919	12,444
Land in farms—acres	$95,663	757,985	882,223
Improved land in farms—acres	518,744	418,998	483,096
Value of farm property—			
Land in farms	$64,189,220	$130,254,798	$240,682,213
Farm buildings	6,702,710	11,796,273	23,996,450
Implements and machinery	1,433,050	2,462,387	10,782,774
Livestock on farms	2,492,666	5,382,742	11,136,477
	$74,817,646	$199,996,200	$296,596,914
Farm Operation:			
Number—			
By owners	4,825	5,599	8,578
By managers	392	352	692
By tenants	1,360	1,968	3,174
	6,577	7,919	12,444
Acres—			
By owners		298,646	285,552
By managers		51,671	59,769
By tenants		162,281	137,775

VALUE OF CROPS AND LIVESTOCK IN ANGELES COUNTY

CROPS	1910	19
Cereals	$06,567	$55
Other grains and seeds	1,218,429	2,586
Hay	3,430,698	5,620
Vegetables	1,255,093	7,906
Fruits and nuts	6,731,532	42,117
All other	2,278,626	2,382
	14,720,854	61,366
LIVESTOCK		
Cattle	1,473,509	4,890
Dairy products	1,415,144	4,512
Horses	2,479,207	2,080
Swine	230,390	803
Sheep	136,587	278
Wool	...	69
Poultry and eggs	951,299	3,670
	$ 7,100,930	16,506

LOS ANGELES COUNTY
Connected Electric Load in Horsepower.
COUNTY TOTAL

	1919	1920	1921	
Railway	960	960	960	
Agriculture	47,275	53,956	58,010	57
Industrial	120,796	133,116	153,066	179
Light	183,143	190,985	202,766	228
Total	352,174	379,017	414,802	466

POTATO SHIPMENTS FROM SOUTHERN HA OF CALIFORNIA

	Amount in Car Loads	Per Cent of State Total	R
LOS ANGELES COUNTY:			
San Fernando	385	4.34	
Los Angeles	366	4.12	
Van Nuys	334	3.77	
Zelzah	257	2.90	
Arcadia	155	1.75	
Lankershim	108	1.21	
Owensmouth	106	1.19	
El Monte	74	.84	
Wingfoot	66	.75	
Hobart	61	.67	
Monrovia	44	.49	
Chatsworth	38	.42	
Pomona	32	.36	
Norwalk	31	.35	
Compton	26	.29	
San Gabriel	25	.28	
Puente	20	.22	
Alhambra	18	.20	
Florence	14	.16	
All Others	39	.10	
Total	2,199	24.80	
KERN COUNTY:			
Shafter	275	3.10	
Edison	31	.35	
McFarland	4	.04	
Total	309	3.49	
SAN BERNARDINO COUNTY:			
San Bernardino	111	1.21	
Chino	24	.26	
Colton	21	.23	
Fontana	14	.15	
Del Rosa	13	.14	
Redlands Junction	13	.14	
Declez	7	.076	
Cucamonga	3	.032	
Etiwanda	2	.022	
Redlands	2	.022	
Crestmore	1	.011	
Total	211	2.30	
RIVERSIDE COUNTY:			
Temecula	75	.86	
Perris	38	.43	
Highgrove	24	.27	
Elsinore	23	.26	
Hemet	8	.09	
San Jacinto	6	.06	
Riverside	5	.05	
Alberhill	1	.01	
Total	180	2.03	
ORANGE COUNTY:			
Buena Park	16	.18	
San Juan Capistrano	11	.12	
Anaheim	1	.01	
Total	28	.31	
TULARE COUNTY:			
Strathmore	25	.28	
Dinuba	1	.01	
Total	26	.29	
OTHER COUNTIES:			
Santa Barbara	...	...	
Fresno	...	...	
Ventura	...	...	
Total	28	...	
SOUTHERN HALF OF CALIFORNIA—Total	2,981	33.5	

ter of the huge railroad systems which ter that section. It is the most import resort section of the United States America, and it is the center of the section of the United States which has b able to maintain prosperity in face of versal business depression.

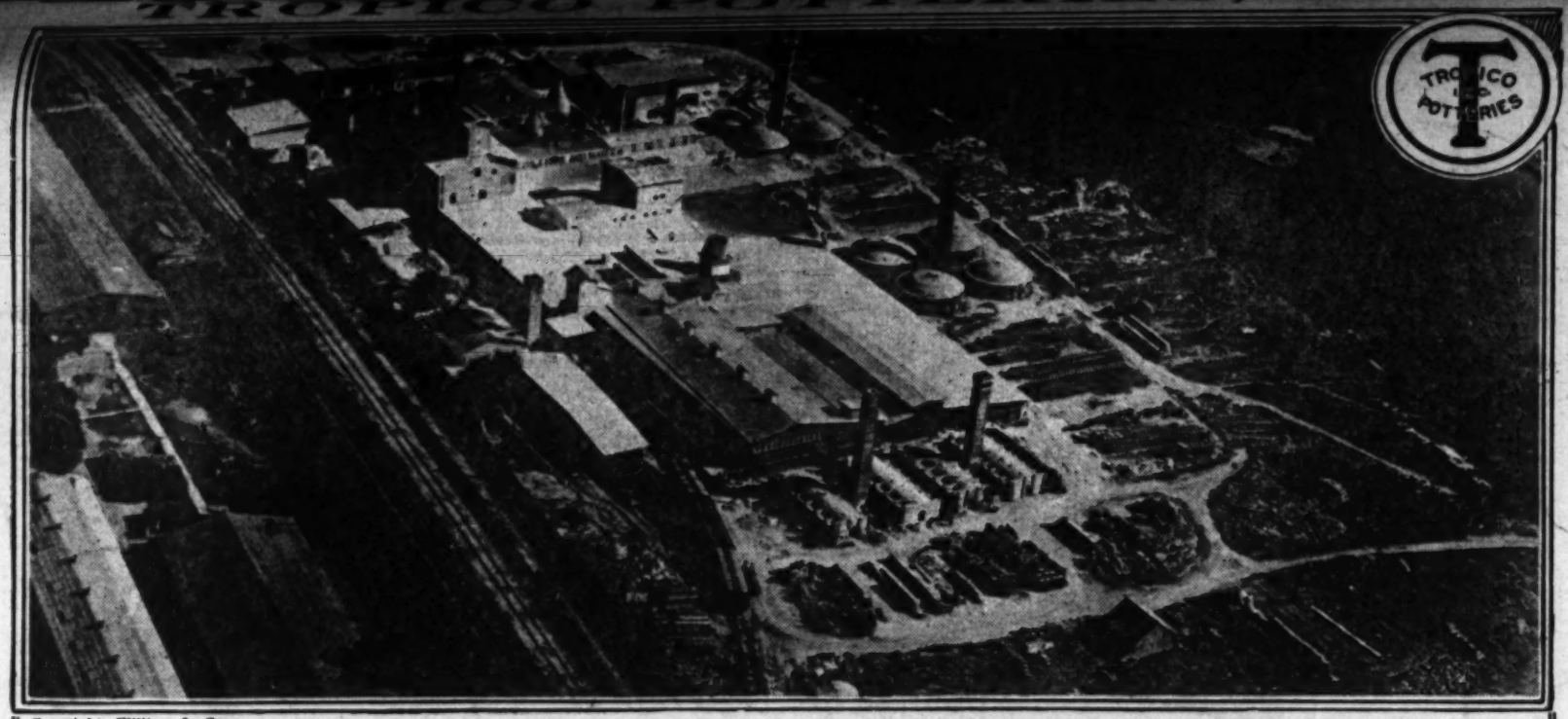
While extremely important of itself, t mainly important from an economic sta point in its relation to contiguous territ and it is growing and prospering prima because of its position as the center of economic life of the Pacific-Southwest, there is every indication that as long Los Angeles county works in co-operat with the rest of the Pacific-Southwest will continue to grow and develop as center of the economic life of this sect

CONDITION OF RETAIL TRADE IN ANGELES DURING 1920-1922

Percentage of increase or decrease in net sales month compared with same month previous ye

Month	1920	1921
Jan.	82.8	17.1
Feb.	51.6	14.6
Mar.	54.4	9.9
Apr.	42.6	2.4
May	39.5	8.8
June	39.0	2.9
July	35.1	-1.5
Aug.	48.9	.4
Sept.	29.1	-.5
Oct.	19.5	4.4
Nov.	31.2	.5
Dec.	13.7	2.6

TROPICO POTTERIES, INC.



Copyright, William L. Cross.

THIS is a modern and efficient plant for the manufacture of Architectural Terra Cotta, Faience and Quarry Tile and Vitrified Clay Sewer Pipe; Terra Cotta Flue Lining, Terra Cotta Chimney Pipe, Water Pipe and Drain Tile. Located at Glendale, California, Tropico Potteries, Inc., is one of the largest institutions of its character on the Pacific Coast and is equipped with a highly skilled and thoroughly capable personnel. It is the constant policy of the company to produce a material of the highest quality and to render the maximum of service in conjunction therewith.

In the Tropico Potteries, American craftsmen are striving to uphold the best traditions of the clay products industry, confident that their efforts will receive continued encouragement from the Architects, Engineers, Contractors, Builders and General Public of the West.

The office and factory at Glendale is popularly known as Tropico Station and the telephone numbers are Elliott 1711 and Glendale 41.

The officers of Tropico Potteries are B. M. Wotkyns, president; F. B. Ortman, vice-president and general manager; E. M. Davids, secretary; E. A. Jones, treasurer.



Los Angeles Orthopaedic Hospital In the West Adams District

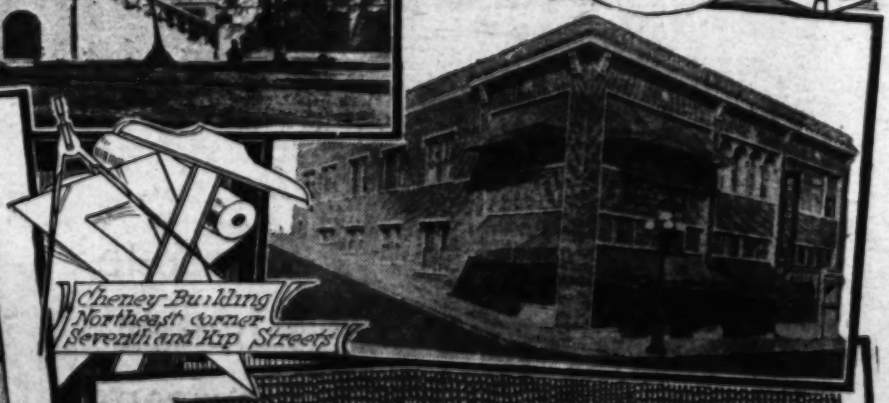
EDWARD L. MAYBERRY
Architect and Engineer

472 PACIFIC ELECTRIC BUILDING
LOS ANGELES

PHONE
63004



Loynes Garage - Long Beach - One of the largest in California, covering 80,000 Square feet of floor space



Cheney Building Northeast corner Seventh and Hip Streets



Daily News Building - Part of Santa Barbara's Spanish Plaza Restoration Scheme

...FINANCIAL...

...is no district in the country which has progressed so rapidly, financially, during the past few years as that section of the Pacific-Southwest located in California. This is evidenced by the fact that between 1917 and 1921 the bank resources of this district increased from approximately $492,000,000 to $872,000,000. There is every reason to believe that when the final 1922 figures are completed, these resources will total $1,000,000,000 or more, making an increase of 100 per cent in a period of five years.

The fact that, through the modern day

BANK CLEARINGS OF LOS ANGELES

YEAR	AMOUNT
1918	$ 911,277,000
1920	1,168,941,000
1921	1,145,167,000
1922	1,292,961,000
1923	1,547,085,000
1924	3,994,289,000
1925*	4,936,980,000

*Estimated.

BY MONTHS

	1918	1920	1922
January	$132,187,680	$216,283,000	$410,191,000
February	110,219,000	177,682,000	358,156,000
March	120,526,000	232,862,000	413,290,000
April	124,985,000	228,816,000	460,290,000
May	127,523,000	217,527,000	438,772,000
June	119,979,000	226,263,000	433,837,000
July	137,201,000	237,506,000	423,589,000
August	129,247,000	209,955,000	409,480,000
September	121,054,000	244,945,000	430,141,000
October	144,428,000	258,511,000	
November	136,542,000	251,735,000	
December	142,714,000	256,159,000	

...dency toward unification of the economic activities of the Pacific-Southwest, ...se resources are being so co-ordinated ... to permit their use primarily for the development of the Pacific-Southwest gives ...me indication of the financial resources ...ailable to turn economic potentialities ... realities. In addition, when it is remembered that through the development ... a branch banking organization, such as ...at maintained by the Pacific-Southwest ...ust & Savings Bank, the banking credit ... the district can now be used probably ...rice as efficiently as previously, the in-

BANKING RESOURCES OF TULARE COUNTY
(Figures to the nearest $1,000)

June 30th	1917	1918	1919	1920	1921
Capital	$ 1,305	$ 1,555	$ 1,580	$ 1,855	$ 1,780
Surplus	723	782	916	1,122	852
Profits					
Deposits	12,140	12,545	13,325	18,226	13,061
Loans & Dis.	7,384	8,943	10,442	14,741	12,064
Total Resources	14,806	15,158	17,085	22,862	17,746

...easing financial resources of the territory ...d the increasing ability of the Pacific-...uthwest to finance its own development ...n be appreciated.

There is no better evidence of the comparatively small effect of the business depression on this territory than the fact that ...e deposits in the banks of this district ...ve at all times during the past few years ...ceeded the loans and discounts by from ... to 40 per cent, an excellent margin of ...nds for insuring stable credit condition—...is in face of the fact that this situation

BANKING RESOURCES IN INYO COUNTY
(000.00 omitted)

	1917	1918	1919	1920	1921
Capital	$ 160	$ 185	$ 275	$ 281	$ 281
Surp. & Profits	30	45	65	84	85
Deposits	1091	1403	1736	2149	1951
Loans & Dis.	795	1105	1542	2066	1991
Total Res.	1293	1634	2074	2646	2558

...fested during a period of business depression elsewhere in the country.

Approximately two-thirds of the banking ...sources of the territory are located in ...s Angeles county, due to the fact that ...e city of Los Angeles is the financial capital of the Pacific-Southwest.

To appreciate the resources of the community behind this financial strength, it is ...cessary to analyze the wealth of the district which shows on the assessment rec-

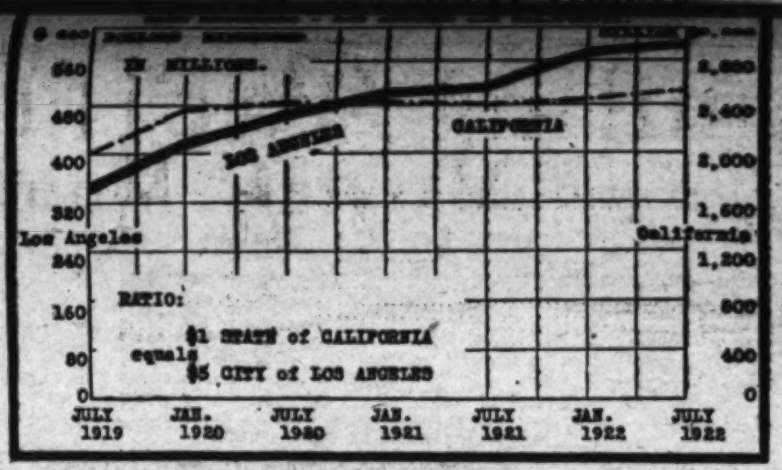
BANKING RESOURCES OF CITIES OF SOUTHERN HALF OF CALIFORNIA IN EXCESS OF FIVE MILLION DOLLARS

City	County	Resources
...os Angeles	Los Angeles	478,547,000
...n Diego	San Diego	49,507,000
...ong Beach	Los Angeles	29,720,000
...sadena	Los Angeles	22,196,000
...akersfield	Kern	21,284,000
...resno	Fresno	19,709,000
...nta Barbara	Santa Barbara	17,477,000
...nta Ana	Orange	14,007,000
...n Bernardino	San Bernardino	10,784,000
...iverside	Riverside	9,554,000
...n Luis Obispo	San Luis Obispo	7,772,000
...anford	Kings	7,471,000
...n Pedro	Los Angeles	7,088,000
...ppoma	Los Angeles	6,944,000
...ernardo	San Bernardino	6,726,000
...hittier	Los Angeles	6,144,000
...nta Maria	Santa Barbara	5,227,000
...xnard	Ventura	5,497,000
...nta Monica	Los Angeles	5,253,000
...naheim	Orange	5,194,000

Figures for branches of banks with head office ...tside of city not available for publication.

...rds of the various counties as approximate- ... $2,667,000,000.

It must be remembered that practically ...ne of the bank resources and only a very ...mall proportion of the stocks and bonds ...eld by the people of this district show ... the assessed value of property and also ...at the realty and improvements are generally assessed at about 50 per cent of their ...al value. When allowance is made for ...ese factors, it is safe to assume that the ...otal wealth of the people resident in the ...urteen counties located in the southern



half of California may be very conservatively placed at approximately $6,000,000,000.

Against this is the outstanding county indebtedness of approximately $26,000,000, or about one-fourth of one per cent of the real value of the property of the territory.

The record of bank clearings in Los Angeles may be taken as an index of the rapid developing business of this district, the clearings for 1922 being approximately 600 per cent of those of 1910, there having been a steady growth each month in comparison with the same month of the previous year throughout the entire period of business depression. The same condition is found in the other portions of the territory, as evidenced by the clearing records of those other cities in which clearinghouses are maintained.

There was some fear at the time the Pacific-Southwest commenced to realize the necessity for the development of its financial independence that developmental programs of this territory would be slowed up by the inability to tap eastern financial markets, but the developments of the past few years have shown that there are plentiful financial resources in this territory to finance all legitimately conceived and properly operated enterprises. The profits from these developments are such as to create an increasing supply of credit and capital, which in turn is available for still further development. The Pacific-Southwest is thereby securing the ability to finance itself, as evidenced by the recent sale of $4,000,000 in Imperial Valley irrigation bonds within the Pacific-Southwest by the First Securities Company, a Pacific-Southwest institution.

BANKING RESOURCES
IN SAN BERNARDINO COUNTY

June 30th—	1917	1918	1919	1920	1921	1922	1925
Capital	1,620	1,670	1,750	1,745	1,790	.....	.....
Surplus	1,205	969	1,015	1,134	1,231	.....	.....
Profits		438	506	594		.....	.....
Deposits	14,564	14,198	18,816	23,292	22,312	.....	.....
Loans and Discounts	10,791	10,677	12,978	16,006	14,005	.....	.....
Total Resources	18,842	18,584	23,315	27,943	27,109	.....	.....

BANKING RESOURCES
RIVERSIDE COUNTY
(Figures to nearest $1,000)

June 30th—	1917	1918	1919	1920	1921
Capital	1,160	1,075	1,075	1,125	1,200
Surplus	554	332	366	433	562
Profits		192	251	341	
Deposits	9,968	9,025	11,105	13,201	11,711
Loans and Discounts	6,192	6,433	6,727	9,217	8,555
Total Resources	17,294	17,294	19,309	15,000	14,976

BANKING RESOURCES OF ORANGE COUNTY
(Figures to nearest $1,000)

June 30th	1917	1918	1919	1920	1921
Capital	$ 1,645	$ 1,670	$ 1,895	$ 2,185	$ 2,325
Surplus	974	434	533	654	1,274
Profits		234	211	229	
Deposits	13,430	13,579*	16,194	25,129	24,942
Loans and Discounts	9,374	9,713	13,211	19,820	21,308
Total Resources	15,095	17,128	22,012	29,990	30,970

*One State Bank missing

BANKING RESOURCES OF SAN DIEGO COUNTY

June 30th	1917	1918	1919	1920	1921
Capital	$ 1,698	$ 2,037	$ 2,568	$ 2,680	$ 2,710
Surplus	1,144	1,156	1,162	1,324	1,942
Profits	307	334	396	543	
Deposits	14,858	23,919	31,727	44,264	46,078
Loans and Discounts	12,269	19,852	19,086	28,892	31,363
Total Resources	18,803	35,336	40,633	52,477	54,796

BANKING RESOURCES OF IMPERIAL COUNTY

June 30th	1917	1918	1919	1920	1921
Capital	$ 650	$ 745	$ 847	$ 1,025	$ 1,225
Surplus	377	243	271	516	588
Profits		155	277	246	
Deposits	5,579	7,085	9,997	11,573	7,788
Loans and Discounts	4,567	5,974	7,080	10,451	8,369
Total Resources	6,901	8,649	11,980	14,757	10,853

BANKING RESOURCES OF VENTURA COUNTY

June 30th	1917	1918	1919	1920	1921
Capital	$ 1,105	$ 1,255	$ 1,355	$ 1,355	$ 1,496
Surplus	788	464	498	695	997
Profits		289	378	349	
Deposits	5,870	7,127	7,833	9,042	7,106
Loans and Discounts	5,500	6,616	7,443	9,358	5,849
Total Resources	8,186	10,267	11,024	12,581	11,915

BANKING RESOURCES OF SANTA BARBARA COUNTY
(000.00 Omitted)

June 30th	1917	1918	1919	1920	1921
Capital	$ 1,335	$ 1,485	$ 1,535	$ 2,105	$ 2,455
Surplus and Profits	991	1,160	1,185	1,350	1,210
Deposits	15,254	17,217	16,979	19,652	19,274
Loans and Discounts	10,571	11,348	12,454	15,028	15,692
Total Resources	18,169	20,041	22,045	25,609	24,711

BANK RESOURCES—SAN LUIS OBISPO COUNTY
(000.00 Omitted)

June 30th	1917	1918	1919	1920	1921
Capital	$ 142	$ 286	$ 586	$ 587	$ 1,111
Surplus	354	270	489	595	208
Profits					
Deposits	6,210	6,681	7,023	8,439	8,788
Loans and Discounts	4,551	4,520	5,265	6,277	7,029
Total Reserves	7,460	7,890	8,298	9,906	10,830

BANKING RESOURCES OF SOUTHERN HALF OF CALIFORNIA BY COUNTIES*

County	Capital			Surplus and Profits			Deposits			Loans and Discounts			Total Resources		
	1917	1919	1921	1917	1919	1921	1917	1919	1921	1917	1919	1921	1917	1919	1921
Los Angeles	$ 23,329	$ 24,344	$ 25,371	$ 17,330	$ 17,822	$ 24,414	$ 264,949	$ 308,105	$ 410,992	$ 205,878	$ 217,118	$ 282,558	$ 322,662	$ 416,000	$ 600,163
San Diego	1,686	2,568	3,710	1,471	1,848	1,942	14,858	31,727	46,078	12,269	19,086	31,363	18,803	40,633	54,796
Fresno	2,980	2,420	2,295	1,363	2,068	1,705	18,347	28,241	24,462	15,132	22,502	23,490	23,727	35,000	33,249
Orange	1,645	1,895	2,325	974	932	1,274	13,430	18,104	24,943	9,374	13,211	21,308	15,095	22,012	30,970
San Bernardino	1,620	1,739	1,790	1,503	1,581	1,831	14,564	18,816	22,312	10,791	12,978	16,006	18,842	23,315	27,109
Santa Barbara	985	990	2,455	991	1,185	1,210	15,254	16,979	19,274	10,571	12,454	15,692	18,169	22,045	24,711
Kern	875	1,125	1,610	450	484	703	7,162	12,801	19,480	5,206	7,617	14,316	8,987	15,118	22,560
Tulare	1,305	1,580	1,780	723	916	852	12,140	13,325	13,061	7,384	10,442	12,064	14,806	17,085	17,746
Riverside	1,160	1,075	1,200	533	617	862	9,968	11,105	12,719	6,192	6,727	8,555	13,586	19,309	14,374
Ventura	1,105	1,355	1,493	788	876	997	5,870	7,833	7,106	5,500	7,443	5,849	8,186	11,024	11,915
Imperial	650	847	1,225	377	548	588	5,579	9,997	7,788	4,567	7,080	8,369	6,901	11,980	10,853
San Luis Obispo	142	586	1,111	354	489	208	6,210	7,023	8,790	4,551	5,265	7,029	7,460	8,298	10,830
Kings	655	700	800	643	727	725	5,326	6,645	7,862	4,574	5,694	7,784	6,994	8,186	10,575
Inyo	160	275	281	30	68	85	1,091	1,736	1,951	795	1,542	1,991	1,293	2,074	2,558
Total	$ 37,657	$ 42,453	$ 56,588	$ 28,150	$ 29,581	$ 37,380	$ 412,357	$ 545,060	$ 735,257	$ 300,542	$ 349,363	$ 543,220	$ 492,302	$ 646,309	$ 872,210

*Figures for branches of banks with head office outside of county not available for inclusion in county figures.

...ures of assessed valuation by the last time it is ... $7,074,463 $12,855,039 ... $15,116,000 $17,602,973

THE existing data with regard to the motion picture industry are not sufficiently comprehensive to permit the treatment of the industry in this section from the standpoint of purely statistical tables. It is a business which is, however, of sufficient magnitude to justify separate consideration in this type of a section and consequently the following facts concerning the industry are given.

To realize the importance of the motion picture industry of Southern California, which produces 75 per cent of all of the motion pictures made in the United States, it is necessary to realize that there is a capital investment of approximately $500,000,000 in the motion picture plants of this territory, exclusive of the investment in allied businesses which have sprung up to supply the wants of the picture people.

Last year the total value of the films turned out by the motion picture studios of Los Angeles and Hollywood districts was approximately $150,000,000.

The industry furnishes steady employment for from 15,000 to 20,000 people and extra employment for probably as many more. The cost of producing a typical feature play will normally average about $140,000 to $150,000, of which approximately $85,000, or 60 per cent, is spent in salaries, including directors and staff, acting personnel, administrative offices, mechanics, electricians, etc. A typical feature of this kind will probably result in the expenditure of at least $20,000 for materials used in scenery and sets and for rental and purchases of properties used.

While the average cost of an ordinary five to seven-reel picture will be $140,000 to $150,000, the range in cost for pictures of this type will vary from $100,000 to $250,000, depending upon the type of picture, the settings required, etc.

Nearly fifty different foreign countries are regularly showing films produced in Los Angeles, including such remote countries as Trinidad, Tobago, Labrador, Bolivia and Uruguay. Australia is the largest consumer of Los Angeles films, with Canada, England, Argentine, Brazil and Japan following in the order named.

The export of American produced films has increased from 32,000,000 exposed linear feet and 114,000,000 unexposed linear feet in 1913 to 175,000,000 exposed linear feet and 63,000,000 unexposed linear feet in 1920, the last year for which accurate figures are available.

Until within the last one to two years most of the financing of motion picture producers has been done in New York City, but at present the financing of pictures is coming to be localized in Los Angeles and the industry is being placed upon a commercial basis which makes it practical for producers to tap investment funds and even, in many cases, to operate on a bank loan basis.

The industry has now practically completed its readjustment to post-war conditions, with most of the undercapitalized and improperly financed concerns dropping out of the field and leaving it to the properly organized operators.

The exhibition of motion pictures is one of the most important sides of this industry and the motion picture exhibitors throughout the United States are dependent upon Southern California for approximately three-fourths of the films which they exhibit.

There are more than 16,000 motion picture theaters in the United States, of which 80 per cent are of the smaller type, charging from 10 to 15 cents admission. This compares with approximately 17,500 theaters in the rest of the world.

It is estimated that the motion picture theater owners of the United States take in on an average $2,000,000 a day for paid admissions, or in excess of $700,000,000 a year. There is practically no basis for the stories which circulate throughout the country as to the wild life of the motion picture actors in Hollywood. In fact, they are, as a class, a serious, hard-working, normal type of citizen, engaged in one of the largest of Southern California industries, which together with its allied industries results in the annual expenditure of not less than $200,000,000 in Southern California and probably close to $1,000,000,000 throughout the United States.

(CONTINUED ON PAGE FIFTEEN)





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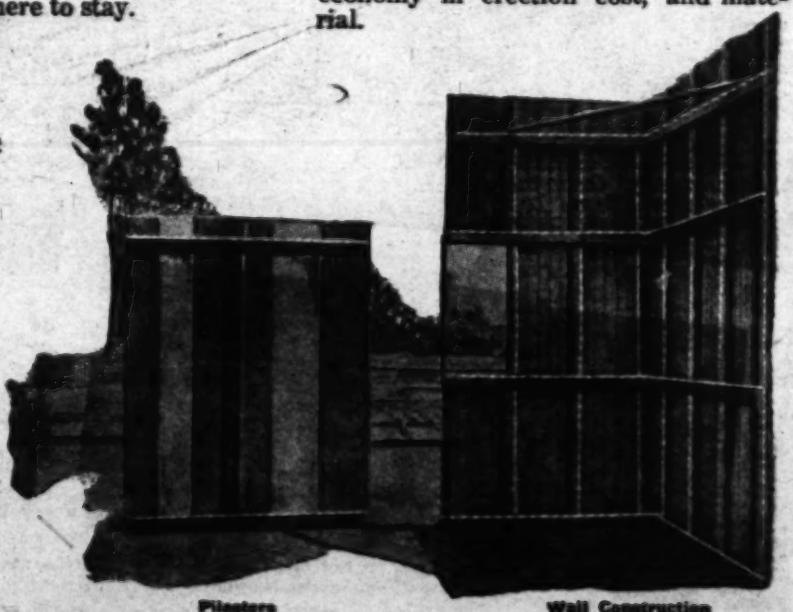
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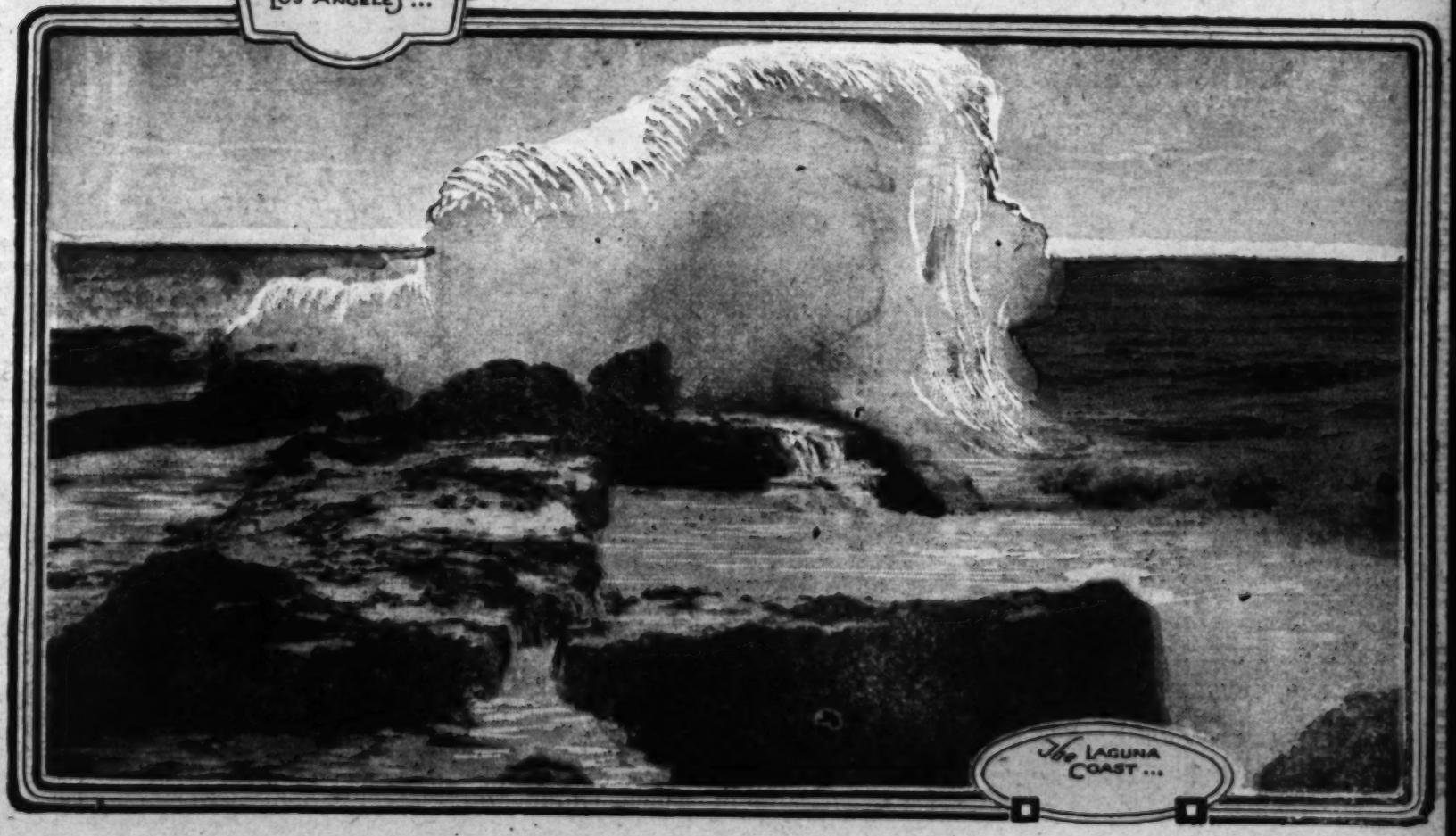


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The Smiling Pacific
In Varying Moods



A BIT OF COAST LINE NEAR LOS ANGELES...



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Gregg and Company
ENGINEERS
Preparation of Plans and Specifications for
TEXTILE MILLS
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FRANK GRAVES SASH, DOOR, & MILL COMPANY



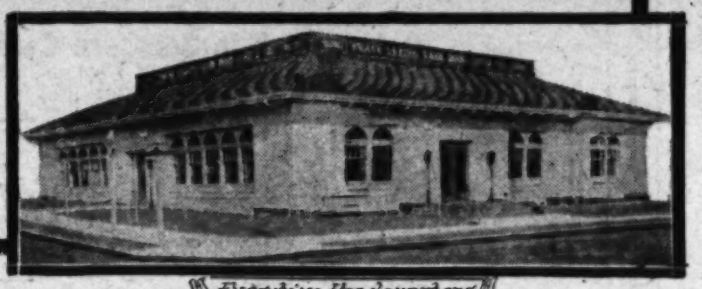
General View of Plant



One of California's Principal Institutions



The Long Beach Branch Tenth & American Ave.



Executive Headquarters

THE splendid success of the Frank Graves Sash, Door and Mill Company of Los Angeles typifies just what can be accomplished by vigorous, persistent ability. The original company was organized about fourteen years ago with something like half a dozen employees for the purpose of manufacturing sash, doors and general mill work. Perhaps the period of greatest development of both the company and its product began about a year and a half ago after fire swept its plant. Today the product of the company is a factor of great importance in the building field of the entire Southwest. During the year just ended, the Frank Graves Sash, Door and Mill Company developed very intensively. Its wholesale and retail hardware department is recognized as one of the most completely equipped institutions of its character on the Pacific Coast.

The warehouse, mill and lumber yard of the company cover some four acres of ground controlled between avenues Eighteen and Nineteen. Future growth of the institution is assured and already plans are under way to develop an additional five acres adjoining the present plant, owned by the company. This acreage will front Pasadena avenue.

The general offices of the company and the splendid wholesale and retail hardware department are housed in separate buildings on Pasadena avenue at North Avenue Twenty at the intersection of San Fernando Boulevard. The general office building graces the northeast corner of Pasadena avenue and North Avenue Twenty and the Hardware Department Building is directly north with a splendid graveled parking space intervening.

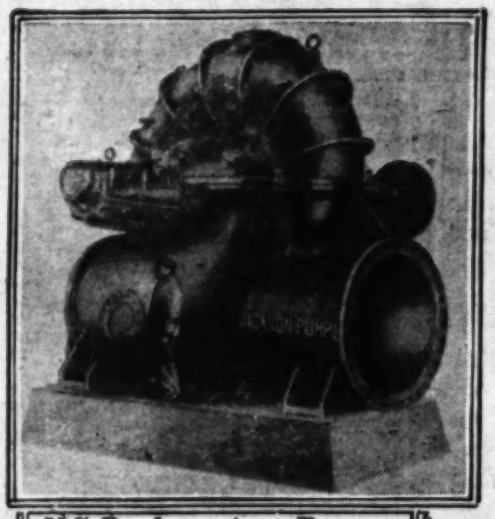
The Frank Graves Sash, Door, and Mill Company is one of California's principal institutions in its chosen field of endeavor. In its hardware department, the stocks carried are those used in building—Builders' Hardware—and household and general hardware. Besides the Pasadena avenue sales rooms, the company maintains a splendid branch establishment at Long Beach on American avenue at Tenth street.

For the convenience of architects, contractors, intending builders and everyone interested in the building industry in Los Angeles and vicinity, the company maintains one of the most complete Builders' Hardware Exhibits in the Pacific-Southwest, in the central downtown district. This exhibit is maintained in Rooms 306, 307 and 308 Detwiler Building, in charge of Mr. Bert Schouler and an able corps of assistants. This exhibit is not only one of the most complete in Los Angeles, but its arrangement is such that at a moment's notice any article carried can be displayed for the complete inspection of those who desire to see it.

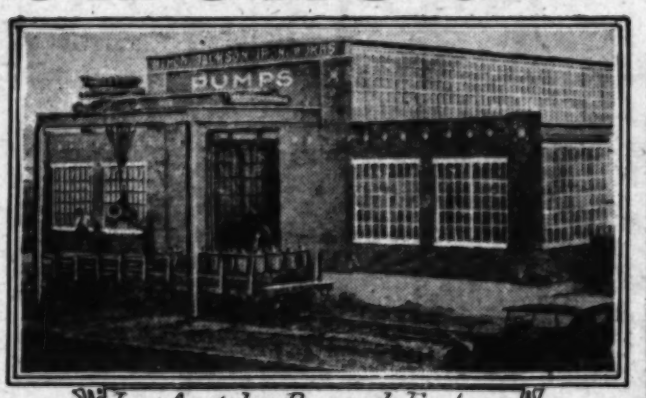
What has been accomplished in the past by the Frank Graves Sash, Door and Mill Company is but a forerunner of the tremendous growth that will result with contemplated expansion. The present territory served includes all of Southern California, Arizona, Nevada and New Mexico.

The Frank Graves Sash, Door and Mill Company is owned and managed by R. E. and M. A. Imhoff.

BYRON JACKSON PUMPS

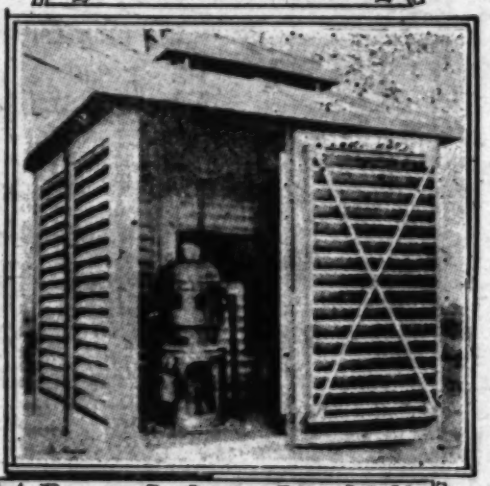


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BYRON JACKSON, founder in 1858 of the Byron Jackson Iron Works, was first to conceive and manufacture a commercially successful deep-well turbine pump, which type has been so useful in the development of the West.

Byron Jackson pumps have played an important part in every notable achievement accomplished.

The city of Los Angeles used many different types of pumps in building the Los Angeles aqueduct.

Sand and gravel pumps helped develop Los Angeles Harbor.

The great Henshaw Dam near San Diego is being constructed with immense Byron Jackson sand and rock pumps under the direction of J. B. Lippincott, engineer, and Bent Brothers, contractors.

The Southern California Edison Company is spending over $20,000,000.00 in hydroelectric development—some of the most vital steps include Byron Jackson pumps.

The great drydock of the Los Angeles Shipbuilding and Dry Dock Company at Los Angeles Harbor is completely equipped with Bryon Jackson "Dock Pumps."

To keep pace with the marvelous growth of Los Angeles, the Los Angeles Gas & Electric Corporation is increasing its plants to a size comparable with the largest in the United States—many Byron Jackson pumps are in constant operation.

Virtually every city in Southern California has one or more Byron Jackson pumps, the city of Glendora lifting well water 425 feet.

Individuals operating Byron Jackson pumps are legion, including Herbert Hoover at Wasco, Thomas Ince, motion picture director, and many other notables.

No obligation is attached to technical advice by the Byron Jackson engineers.

Address Byron Jackson Iron Works, 303 East Third Street, Los Angeles, U. S. A.

SAN BERNARDINO COUNTY

ARIZONA

bounded on the north by the Santa Maria River; just south of the Eighth Parallel; on the west and south by the Pacific Ocean

VENTURA COUNTY

VENTURA COUNTY, the leading bean producing county of the State of California, is located on the coast of the Pacific Ocean, between Santa Barbara county on the west, Los Angeles county on the east, and Kern county on the north, and the Pacific Ocean on the south.

It contains 1,189,120 acres and is the twenty-sixth county of the State of California in size. Although largely mountainous, it contains several rich valleys and an important strip of tillable land in the south central section.

Ventura county is today the most important bean producing county in the State of California and it is becoming increasingly important as a producer of walnuts, lemons, apricots and oranges. While still a leading county in the production of sugar beets, this production is gradually dropping off, the trend of agricultural production in the county being toward more intensive cultivation, particularly in the Santa Clara Valley. The growth in the past ten years has been rapid and there is every indication that this growth will continue in the future, particularly as water is brought into the southern portion of the county for better irrigation.

As Ventura county is an important commodity producing and distributing county and as it is becoming increasingly important it is naturally entitled to the financial assistance of the large financing and marketing city of Los Angeles, and there is every evidence that with such support assured the county will become increasingly important in the agricultural life of Southern California, with the towns of Oxnard, Santa Paula and Ventura becoming increasingly important as a local commodity financing and distributing center.

POPULATION OF VENTURA COUNTY BY CITIES AND TOWNSHIPS

	1900	1910	1920
Incorporated cities:			
Fillmore	*	*	1,597
Oxnard	*	2,555	4,417
Santa Paula	*	2,216	3,967
Ventura	2,470	2,945	4,342
	2,470	7,716	14,323
Outside incorporated towns:			
Camarillo township	Not	0	1,780
Fillmore township (excluding town of Fillmore)	Recorded	2,139*	1,784
Ojai township	by	1,109	1,578
Oxnard township (excluding city of Oxnard)	Townships	3,607	2,580
Piru township	.....	0	739
Santa Paula township (excluding city of Santa Paula)	.....	1,121	1,462
Simi township	.....	748	1,538
Ventura township (excluding city of Ventura)	.....	2,197	2,931
	11,148	10,631	14,401

*Not incorporated this census. Included in outside incorporated towns.

VALUE OF CROPS AND LIVESTOCK IN VENTURA COUNTY

	1919	1920
CROPS		
Cereals	$ 347,964	$ 162,954
Other grains and seeds	2,731,960	7,932,756
Hay	921,698	823,050
Vegetables	61,878	93,668
Fruits and nuts	1,795,606	3,304,370
All other	992,824	1,003,186
Total	6,751,739	13,320,324
LIVESTOCK		
Cattle	$ 701,498	$ 659,815
Dairy products	97,762	125,732
Horses	1,497,792	996,584
Swine	87,623	165,125
Sheep	119,783	91,217
Wool	14,306	8,437
Poultry and eggs	124,710	172,587
Total	$2,643,494	$2,213,487

VENTURA COUNTY
Connected Electric Load in Horsepower.

COUNTY TOTAL

	1919	1920	1921	1922
Agriculture	3,922	6,255	7,715	8,385
Industrial	4,368	5,434	6,246	7,196
Light	2,551	2,829	3,102	5,634
Total	10,841	14,518	17,062	21,204

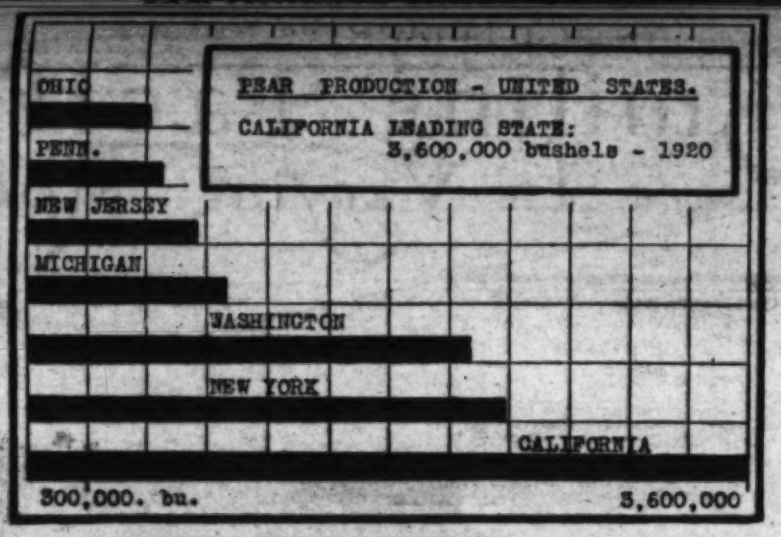
MINERAL PRODUCTION IN VENTURA COUNTY

	AMOUNT	VALUE
Natural gas	1,521,488 M.cu.ft.	$ 214,290
Petroleum	1,949,681 bbls.	4,983,120
Stone, misc.		26,265
Other minerals		500
	Total	$5,229,175

POSTAL RECEIPTS FOR LOS ANGELES

YEARS	AMOUNT
1912	$1,906,398.91
1913	2,152,789.30
1914	2,215,114.71
1915	2,241,992.57
1916	2,477,356.15
1917	2,640,202.18
1918	3,070,760.91
1919	3,269,134.66
1920	4,190,669.70
1921	4,919,348.53

	1920	1921	1922
January	$311,072	$381,708	$439,576.38
February	286,731	360,050	394,740.00
March	341,328	421,546	453,197.00
April	337,956	389,728	429,472.83
May	314,950	349,185	450,146.98
June	318,950	379,274	450,779.39
July	338,540	344,807	441,579.56
August	324,100	393,627	479,844.94
September	319,558	373,076	
October	337,127	427,438	
November	357,467	413,435	
December	562,577	665,479	



FARMS AND FARM PROPERTY IN VENTURA COUNTY

	1900	1910	1920
Number of farms	1,269	1,293	1,543
Land in farms—acres	552,359	559,199	594,985
Improved land in farms—acres	174,419	213,868	189,934
Value of farm property—			
Land in farms	$18,549,390	$41,826,139	$85,983,272
Farm buildings	1,491,350	2,365,140	5,850,929
Implements and machinery	482,270	1,112,813	4,472,942
Livestock on farms	910,477	2,958,573	2,494,916
	$21,433,487	$48,262,665	$98,182,960
Farm Operation:			
Number—			
By owners	889	895	1,078
By managers	49	52	106
By tenants	331	346	359
	1,269	1,293	1,543
Acres—			
By owners			282,888
By managers			44,577
By tenants			87,400

AGRICULTURAL PRODUCTION IN VENTURA COUNTY
CROP PRODUCTION

		1910	1920
Oats	acres	1,138	25
	bushels	27,901	553
Wheat	acres	2,896	2,685
	bushels	67,288	28,612
Barley	acres	10,077	3,341
	bushels	309,682	47,463
Hay	acres	31,546	36,216
	tons	78,924	98,467
Potatoes	acres	264	104
	bushels	20,124	4,190
Sugar Beets	acres	34,332	20,624
	bushels	149,716	77,167
Corn	acres	2,469	735
	bushels	58,896	30,412
Grapes	pounds	506,892	579,529
Apricots	bushels	562,978	571,764
Lemons	boxes	347,804	840,198
Oranges	boxes	210,239	365,638
Olives	pounds	606,171	.....
Walnuts	pounds	2,661,933	9,882,104
Beans	acres	56,744	118,237
	bushels	1,213,126	1,666,894

NUMBER OF LIVESTOCK

Cattle	29,929	12,276
Horses	11,480	6,257
Swine	16,498	8,453
Sheep	31,771	9,920

BANK RESOURCES—LOS ANGELES COUNTY
June 30th

	1917	1918	1919	1920	1921
Capital	$ 22,329	$ 23,688	$ 24,344	$ 30,931	$ 35,971
Surplus	17,339	10,176	10,622	12,788	24,414
Profits		5,905	6,910	8,957	
Deposits	284,940	293,073	360,595	493,765	519,892
Loans and Discounts	203,578	202,545	217,115	330,152	363,886
Total Resources	332,982	352,363	461,316	600,316	600,162

AGRICULTURE PRODUCTION IN LOS ANGELES COUNTY
CROP

		1910	1920
Oats	acres	973	1,363
	bushels	28,720	27,162
Wheat	acres	6,760	11,563
	bushels	59,866	96,852
Barley	acres	22,804	9,023
	bushels	785,129	162,142
Hay	acres	154,048	125,542
	tons	316,541	269,554
Potatoes	acres	4,140	9,973
	bushels	413,151	1,020,456
Sugar Beets	acres	14,191	21,702
	tons	162,059	170,214
Corn	acres	9,084	6,222
	bushels	249,295	149,590
Apples	bushels	118,528	263,657
Peaches	bushels	234,581	669,892
Plums and Prunes	bushels	34,295	80,098
Apricots	bushels	181,079	296,633
Grapes	pounds	44,846,207	18,700,911
Lemons	boxes	704,901	2,147,900
Oranges	boxes	4,124,161	8,240,673
Olives	pounds	1,549,419	
Strawberries	quarts	5,135,204	
Walnuts	pounds	6,135,032	18,210,977
LIVESTOCK			
Cattle		41,095	54,443
Horses		25,078	19,721
Swine		28,943	32,700
Sheep		20,129	24,500

MANUFACTURING IN SAN BERNARDINO

	1909	1914	1919
Number of establishments	41	54	56
Value of products	$1,459,000	$2,612,000	$7,473,000
Persons engaged in industry	833	1,293	2,417
Capital investment	1,242,000	1,392,000	3,947,000
Value added by manufacture	896,000	1,192,000	3,435,000
Salaries and wages	753,000	1,005,000	3,222,000

CONDITION OF WHOLESALE TRADE IN LOS ANGELES DURING 1920-1922
Percentage of increase or decrease in net sales each month compared with same previous year

Month	Hardware			Agricultural Implements			Groceries			Stationery			Furniture			Auto Tires		
	1920	1921	1922	1920	1921	1922	1920	1921	1922	1920	1921	1922	1920	1921	1922	1920	1921	1922
January	*	-27.7	20.6	*	*	13.9	*	-17.4	- 1.8	*	- 7.4	-8.6	*	-66.5	28.2	*	-58.5	63.0
February	*	-19.4	27.6	*	*	-21.6	*	9.3	-15.5	*	- 6.9	12.3	*	43.7	-18.2	*	26.2	- 6.3
March	91.2	18.9	29.6	*	*	86.3	*	11.0	-14.6	*	-15.0	-9.7	*	11.1	-24.7	*	28.9	40.0
April	61.0	3.1	22.5	*	*	143.9	24.0	- 2.7	- 2.5	*	32.9	-2.4	*	- 4.4	-21.2	*	15.0	22.2
May	52.0	- 1.1	40.1	*	*	322.1	35.8	- 5.3	1.1	*	-10.0	0.6	*	-15.5	- 2.2	*	-22.9	5.1
June	43.0	6.1	29.4	*	*	73.6	- 4.9	6.3	12.1	*	18.6	0.7	-34.4	7.2	3.7	*	23.5	30.6
July	29.2	-23.7	40.7	*	-42.1	123.3	7.1	-13.0	- 2.3	32.0	-29.3	11.3	15.3	- 7.6	-12.0	*	35.4	- 6.6
August	25.3	- 2.9	47.1	*	-63.5	- 2.6	12.3	-23.9	0.9	47.5	-22.2	6.4	10.7	-13.9	16.7	*	-16.0	11.5
September	20.9	-10.3		*	-60.1		35.9	-17.5		20.8	-34.9		4.6	-11.5		-20.8	-20.2	
October	- 5.2	- 2.3		*	- 2.0		21.2	- 9.2		24.1	-10.0		1.6	0.1		*	- 6.3	
November	- 6.0	6.0		*	-27.2		8.8	- 5.8		20.0	- 7.0		-20.4	15.2		-46.8	80.0	
December	-21.3	10.6		2.1	-37.5		-10.5	-12.0		20.2	- 3.0		-37.0	30.0		- 8.9	- 4.9	

*Figures not available.

HALF OF CALIFORNIA—1921

	Amount in Car Loads	Per Cent of State Total	1921 Rank
FRESNO COUNTY:			
Fresno	1,979	8.75	1
Reedley	1,598	4.67	2
Parlier	1,172	3.43	3
Clovis	717	2.09	6
Sanger	691	1.75	9
Fowler	589	1.72	10
Del Rey	497	1.19	13
Kingsburg	387	1.07	14
Minkler	294	.86	16
Lone Star	293	.79	19
Selma	193	.53	20
Caliva	174	.50	21
Bowles	139	.40	22
Orange Cove	100	.29	27
Malaga	21	.06	46
All Others	11	.03	
Total	8,589	25.09	
TULARE COUNTY:			
Dinuba	987	2.94	4
North Dinuba	797	2.04	7
Exeter	648	1.78	8
Sultana	511	1.50	12
Seville	113	.33	25
Lindsay	98	.29	28
Visalia	61	.18	31
Strathmore	56	.16	33
All Others	111	.32	
Total	3,289	9.60	
KINGS COUNTY:			
Hanford	918	2.67	5
Armona	325	.95	18
Lemoore	253	.74	17
Hardwick	47	.14	36
Total	1,543	4.50	
SAN BERNARDINO COUNTY:			
Cucamonga	562	1.62	11
San Bernardino	120	.35	23
Fontana	118	.34	24
Etiwanda	95	.27	29
Guasti	48	.14	35
Rialto	32	.09	41
Ontario	22	.06	44
Declez	20	.06	46
All Others	22	.06	
Total	1,040	2.99	
RIVERSIDE COUNTY:			
Winecille	241	.68	18
Thermal	36	.10	38
Coachella	35	.10	39
All Others	6	.01	
Total	318	.89	
LOS ANGELES COUNTY:			
Burbank	61	.17	31
Lamanda Park	56	.16	33
Sierra Madre	40	.11	37
All Others	27	.08	
Total	184	.52	
IMPERIAL COUNTY:			
El Centro	83	.24	30
Brawley	54	.16	40
Heber	22	.06	43
All Others	18	.05	
Total	181	.47	
SAN DIEGO COUNTY:			
El Cajon	101	.29	26
Escondido	49	.14	34
Santee	8	.03	47
Total	158	.46	
KERN COUNTY:			
Bakersfield	60	.17	32
Shafter	40	.12	37
Wasco	28	.08	42
Delano	1	.002	48
Total	129	.37	
ORANGE COUNTY:			
Atwood	1	.002	49
SOUTHERN HALF OF CALIFORNIA—Total	15,427	44.89	

CAULIFLOWER SHIPMENTS FROM SOUTHERN HALF OF CALIFORNIA, 1921

	Amount in Car Loads	Per Cent of State Total	1921 Rank
LOS ANGELES COUNTY:			
Los Angeles	712	22.80	1
Wingfoot	266	8.50	2
Compton	262	8.40	3
Florence	153	4.88	4
Norwalk	90	2.88	5
Rivera	79	2.54	7
El Monte	75	2.38	8
Hobart	67	2.12	9
Arcadia	54	1.75	10
Downey	54	1.72	10
Pomona	31	1.00	11
Watts	30	.94	12
All Others	81	2.53	
Total	1,955	62.31	
ORANGE COUNTY:			
Santa Ana	80	2.52	6
VENTURA COUNTY:			
Ventura	16	.51	13
TULARE COUNTY:			
Lindsay	14	.45	14
SAN BERNARDINO COUNTY	10	.30	15
FRESNO COUNTY:			
Sanger	2	.06	16
SAN DIEGO COUNTY:			
San Diego	2	.06	16
SOUTHERN HALF OF CALIFORNIA—Total	2,079	66.41	

MINERAL PRODUCTION IN FRESNO COUNTY

	AMOUNT	VALUE
Brick	12,517 M.	$ 196,756
Gold		7,793
Granite		49,600
Magnesia	906 tons	8,725
Natural gas	3,721,313 M. cu. ft.	201,865
Petroleum	15,375,454 bbls.	22,801,798
Silver		227
Stone, misc.		535,587
Other minerals		17,000
	Total	$23,819,351

The Farmers and Merchants National Bank
OF LOS ANGELES

Oldest Bank in Southern California—The Pioneer of Banking in This Community

Capital, Surplus and Undivided Profits $3,940,729.23

Accounts of Banks, Corporations, Firms and Individuals Solicited

WE PAY INTEREST ON TIME DEPOSITS

This Bank is Authorized and Fully Equipped to Do a Trust Business

WE TEACH HONESTY

THROUGH—

(A) Our recently established National Honesty Bureau.

(B) Honesty courses in public schools throughout the United States.

(C) Public school superintendents of more than 700 cities in the United States promising to conduct Honesty Courses, we to furnish the material.

(D) Preparation, **at our expense,** of material in this wholly new educational field.

BECAUSE—

(A) It is our duty to ourselves and to the public to stimulate honesty and integrity and to **prevent crime.** It is good philanthropy and good business.

(B) We guarantee the honesty of more people than any other company in the World.

(C) By teaching honesty we reduce our risks and render **GREAT PUBLIC SERVICE.**

(D) Our experience with more than 60,000 embezzlers in the last 20 years is a great factor in our determination to

Convince the Boyhood of America That DISHONESTY NEVER PAYS

NATIONAL SURETY COMPANY

The Greatest Guarantor of Integrity in the World, and the World's Largest Surety Company.

RESOURCES OVER TWENTY-SEVEN MILLION DOLLARS

Full Home Office Powers and Authority Vested in PACIFIC COAST EXECUTIVE DEPARTMENT.

CATESBY C. THOM,
Vice-President
Pacific Finance Building

RULE & SONS, INC.,
District Managers
Pacific Finance Building

CHAS. SEYLER, JR.,
General Agent
I. W. Hellman Building

LOS ANGELES

George W. Allen, Executive Assistant to Chairman and President
160 Sansome Street, San Francisco, Cal.

SAN BERNARDINO COUNTY

SAN BERNARDINO COUNTY, the largest county in the United States, important as a producer of agricultural products and of minerals, as a growing manufacturing district, as a transshipping point for Southern California railroad freight, and as the home of leading mountain resorts of Southern California, is located on the extreme eastern side of Southern California, being bounded on the east by Arizona, on the north by Inyo county, on the west by Kern county and Los Angeles county, and on the south by Riverside and Orange counties. Its principal agricultural products are citrus fruits, grapes, cereals and hay. Its principal mineral product is cement.

San Bernardino county, with an area in excess of that of eight States, with a wide range of climate, topography and soil conditions, with mountains, deserts and rich, intensively cultivated land, is one of the leading counties in the economic life of Southern California, and is assuming increasing importance as an agricultural, manufacturing, industrial and wholesaling section.

The principal economic life of the county is now located in the small district in the southeastern portion of the county, but the desert is gradually being brought under cultivation and the mountains are assuming increasing importance as pleasure resorts, and offer potentialities for the development of hydroelectric power.

POPULATION OF SAN BERNARDINO COUNTY
By Cities and Townships

	1900	1910	1920
Incorporated Towns and Cities			
Chino	*	1,444	2,132
Colton	1,285	3,980	4,282
Needles	*	*	2,907
Ontario	722	4,274	7,230
Redlands	4,797	10,449	9,571
Rialto	*	*	961
San Bernardino	6,150	12,779	18,721
Upland	*	2,334	2,913
Total	12,954	35,310	48,666
†Outside Incorporated Towns			
Atolia Township	.....	.....	150
Bagdad Township	.....	.....	333
Barstow Township	.....	1,066	1,538
Belleville Township	972	324	347
Calcoma Township	.....	97	105
Chino Township (Exclusive of City of Chino)	1,607*	1,418	1,648
Cucamonga Township	1,193	2,340	2,796
Colton Township (Exclusive of City of Colton)	676	576	1,059
Dale Township	63	41	8
Etiwanda Township	.....	.....	782
Hesperia Township	170	92	590
Highland Township	1,998	3,820	4,198
Kelso Township	.....	136	185
Ludlow Township	.....	255	220
Mission Township	.....	1,811	1,985
Needles Township (Exclusive of City of Needles)	1,148	3,067	123
Ontario Township (Exclusive of City of Ontario)	1,927	965	535
Ore Grande Township	.....	260	395
Redlands Township (Exclusive of City of Redlands)	866	999	388
Rialto Township (Exclusive of City of Rialto)	850*	1,538	1,635
San Bernardino Township (Exclusive of City of San Bernardino)	2,508	1,869	2,377
Silver Lake Township	.....	135	35
Trona Township	.....	.....	724

POPULATION STATISTICS SAN BERNARDINO COUNTY

	1900	1910	1920
Upland Township (Exclusive of City of Upland)	.....	170	344
Vanderbilt Township	329	189	135
Victor Township	645	580	949
Yermo Township	.....	179	215
Yucaipa Township	.....	.....	731
Colorado River Indian Reservation	.....	.....	17
San Manuel Indian Reservation	.....	.....	33
Total	14,975	21,996	24,735
County Total	27,929	56,706	73,401

*Town not incorporated at time of this census. Population included in "Outside incorporated towns."
†Numerous changes in township lines vitiate comparisons before 1910.

AGRICULTURAL PRODUCTION IN SAN BERNARDINO COUNTY.
Crop Production.

		1910	1920
Oats—	Acres	436	743
	Bushels	16,598	17,945
Wheat—	Acres	100	1,730
	Bushels	200	40,290
Barley—	Acres	3,260	4,445
	Bushels	65,480	123,486
Hay	Acres	42,608	87,247
	Tons	76,369	87,544
Corn—	Acres	920	1,295
	Bushels	14,839	41,083
Sugar Beets—	Acres	4,121	1,294
	Tons	42,928	9,296
Beans—	Acres	.....	564
	Bushels	.....	8,451
Apples—	Bushels	79,077	329,004
Peaches—	Bushels	246,049	769,309
Apricots—	Bushels	171,763	258,972
Grapes—	Pounds	38,008,263	68,161,684
Lemons—	Boxes	630,168	902,086
Oranges—	Boxes	5,425,759	5,102,948

Number of Livestock.

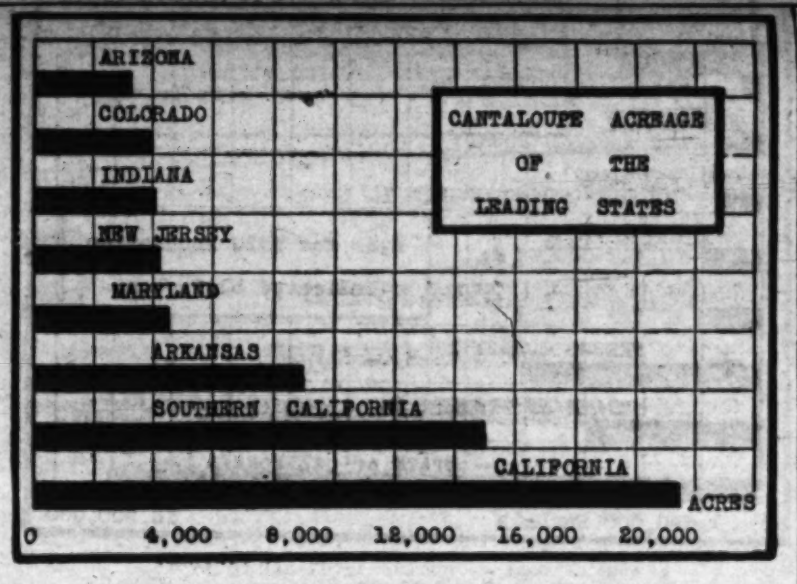
	1910	1920
Cattle	12,761	20,496
Horses	6,878	6,919
Swine	3,749	20,681
Sheep	7	3,919

VALUE OF CROPS AND LIVESTOCK IN SAN BERNARDINO COUNTY.

Crops	1910	1920
Cereals	$ 93,464	$ 605,150
Other grains and seeds	1,097	93,307
Hay	992,249	1,815,286
Vegetables	107,283	452,718
Fruits & Nuts	3,057,098	23,429,065
All other	327,042	121,580
	$4,618,235	$26,517,456
Livestock		
Cattle	$335,713	$1,221,741
Dairy Products	160,486	717,468
Horses	890,821	775,120
Swine	29,173	397,571
Sheep	34	23,476
Wool	.....	4,682
Poultry & Eggs	228,996	606,965
	$1,654,176	$3,755,009

MINERAL PRODUCTION IN SAN BERNARDINO COUNTY.

	Amount	Value
Borax	5,679 Tons	$440,411
Cement	1,681,283 Bbls.	3,081,979
Copper	5,300 Lbs.	991
Gold	.....	79,195
Lead	115,976 Lbs.	9,279
Mineral Water	1,310,190 Gals.	105,720
Potash	15,425 Tons	1,082,697
Salt	202 Tons	1,320
Silver	.....	1,213,597
Tungsten Conc.	.....	170,681
Other Minerals	.....	834,591
		$6,541,248



FARMS AND FARM PROPERTY IN SAN BERNARDINO COUNTY

	1900	1910	1920
Number of farms	2,350	2,949	4,023
Land in farms—Acres	219,132	208,396	415,738
Improved land in farms—Acres	96,920	136,625	175,272
Value of farm property:			
Land in farms	$21,000,970	$60,681,348	$83,044,894
Farm buildings	2,573,120	5,238,858	10,168,443
Implements and machinery	395,860	1,077,851	3,407,629
Livestock on farms	687,052	1,501,046	3,038,027
	$24,656,402	$68,499,103	$99,728,993
Farm operation:			
Number:			
By owners	1,867	2,532	3,349
By managers	276	234	379
By tenants	207	183	304
	2,350	2,949	4,023
Acres:			
By owners	.....	121,896	289,190
By managers	.....	59,370	70,963
By tenants	.....	27,130	55,585

SAN BERNARDINO COUNTY
Connected Electric Load in Horsepower—County Total

	1919	1920	1921	1922
Railway	587	597	.....	.....
Agriculture	9,005	10,181	11,351	12,001
Industrial	8,859	8,957	9,344	10,925
Light	9,063	9,181	9,700	9,432
Total	27,514	28,906	30,395	32,358

AGRICULTURAL PRODUCTION IN SANTA BARBARA COUNTY
CROP PRODUCTION

		1910	1920
Oats	acres	9,494	2,610
	bushels	233,171	43,651
Wheat	acres	2,300	4,451
	bushels	27,892	54,519
Barley	acres	26,294	8,583
	bushels	633,605	251,483
Hay	acres	50,070	40,683
	tons	70,146	59,227
Potatoes	acres	1,524	414
	bushels	151,532	25,759
Sugar Beets	acres	11,320	4,165
	tons	90,949	34,874
Corn	acres	1,240	689
	bushels	25,979	10,483
Grapes	pounds	590,485	451,380
Apricots	bushels	29,237	14,735
Lemons	boxes	134,168	197,831
Oranges	boxes	12,272	6,811
Walnuts	pounds	2,678,039	5,151,870
Beans	acres	22,355	36,578
	bushels	367,385	1,117,726

NUMBER OF LIVESTOCK

	1910	1920
Cattle	97,578	48,094
Horses	13,034	10,653
Swine	22,073	14,356
Sheep	50,533	31,741

FARMS AND FARM PROPERTY IN SANTA BARBARA COUNTY

	1900	1910	1920
Number of farms	1,149	1,355	1,485
Land in farms—acres	922,611	1,120,475	869,781
Improved land in farms—acres	202,962	215,552	210,353
Value of farm property—			
Land in farms	$14,849,440	$35,556,593	$56,706,718
Farm buildings	1,376,290	3,004,679	4,928,732
Implements and machinery	345,770	904,289	2,038,808
Livestock on farms	1,681,343	4,178,540	4,530,974
	$18,271,863	$43,544,076	$69,254,833
Farm Operation:			
Number—			
By owners	654	784	791
By managers	66	87	81
By tenants	429	504	613
	1,149	1,355	1,485
Acres—			
By owners	.....	227,341	294,077
By managers	.....	577,896	311,946
By tenants	.....	315,236	263,718

SANTA BARBARA COUNTY

SANTA BARBARA COUNTY, known throughout the United States primarily because of the attractive residence city of Santa Barbara, is assuming increasing importance as a vital portion of the productive activity of Southern California.

This county, which is practically square in shape, is located at the extreme western portion of Southern California and is bounded on the north by the Santa Maria River, just south of the Eighth Parallel; on the west and south by the Pacific Ocean, and on the east by Ventura county. It contains 1,753,000 acres, of which almost half are located in the Santa Barbara National Forest, leaving less than 1,000,000 acres available for cultivation. Of this 869,781 acres were in farms in 1920. Of this acreage 210,353 acres were improved land, 83,244 acres were woodland and 571,184 acres were unimproved land, including brush land, rough and stony land, swamp land, etc. In other words, the agricultural production of Santa Barbara county comes primarily from less than one-fourth million acres of improved land.

As a commodity producing and commodity financing district, Santa Barbara county is becoming increasingly important and will continue to increase in importance as the large farms are broken up and as irrigation brings more land under cultivation and as more intensive farming, similar to that practiced around Santa Barbara, is developed in the western half of the county.

As commodity financing tends to center into the larger cities of the county, the question naturally arises as to which city is to be looked upon as the natural financing city for Santa Barbara county. The county is, of course, fortunate in that the city of Santa Barbara is one of the wealthiest cities for its size in the United States of America, due to the fact that it attracts many wealthy people who wish to retire. Consequently, the city of Santa Barbara will probably be the most important local financing center for some time.

Santa Maria, which is really located in another economic district from Santa Barbara, will be the financing center for its portion of the county. The opening of a new road, now under construction, will make access from portions of the oil fields easier to Santa Maria and will strengthen its hold as the center of its portion of Santa Barbara county.

That Los Angeles is the city to which this county must look for its outside financing for agricultural development, commodity production and commodity shipment is illustrated by the fact that Santa Maria is 184 miles northwest from Los Angeles as compared with 268 miles south of San Francisco, Santa Barbara is 98 miles northwest of Los Angeles and 355 miles south of San Francisco. It is natural, therefore, that Santa Barbara county considers itself part of the territory entitled to financial support by the city of Los Angeles and that the city of Los Angeles should assist the county in its natural and ordinary development as far as possible.

There is every evidence that with such support assured, Santa Barbara county will become increasingly important in the agricultural life of Southern California.

VALUE OF CROPS AND LIVESTOCK IN SANTA BARBARA COUNTY
CROPS

	1910	1920
Cereals	$ 185,079	584,572
Other grains and seeds	869,908	6,004,922
Hay	771,922	1,335,180
Vegetables	244,205	335,371
Fruits and nuts	538,465	2,293,228
All other	958,671	713,382
	$3,568,250	$11,266,645
LIVESTOCK		
Cattle	$2,223,007	$2,643,924
Dairy products	394,516	414,410
Horses	1,398,385	1,151,349
Swine	162,635	223,714
Sheep	275,259	314,321
Wool	26,308	34,708
Poultry and eggs	151,719	181,292
	$4,631,829	$4,963,718

MINERAL PRODUCTION IN SANTA BARBARA COUNTY

	AMOUNT	VALUE
Mineral water	95,843 gals	$ 110,921
Natural gas	1,359,665 M.cu.ft.	128,126
Petroleum	5,803,583 bbls.	9,140,643
Stone, misc.	.....	27,426
Other minerals	.....	1,091,475
Potash	410 tons	40,000
Total		$10,538,611

SANTA BARBARA COUNTY
Connected Electric Load in Horsepower
(San Joaquin Light and Power Corporation and Southern California Edison Company)

	1919	1920	1921	1922
Railway	425	425	1,433	1,443
Agriculture	1,508	1,564	2,261	2,926
Industrial	8,573	7,893	8,274	9,590
Light	9,017	9,632	10,346	11,049
Oil	1,056	2,310	2,817	3,658
Total	19,068	22,024	25,030	28,652

ORANGE COUNTY

ORANGE COUNTY, located in the center of the rich citrus belt of Southern California, is assuming increasing importance in the agricultural life of California. It is located southwest of Los Angeles county, being bounded on the west by Los Angeles county and the Pacific Ocean, on the south by San Diego county, on the east by Riverside county, and on the north by Los Angeles county. From the standpoint of area, it is the forty-seventh county in the State of California with only 508,800 acres within its boundary. However, it is prob-

ORANGE COUNTY
Connected Electric Load in Horsepower

	1919	1920	1921	1922
Railway	.....	.....	.....	.....
Agriculture	19,306	20,997	22,479	24,663
Industrial	9,413	9,014	8,060	15,781
Light	9,179	10,010	11,300	14,290
Total	37,918	40,021	43,439	54,469

(CONTINUED ON PAGE 18)

Centralized Utility

People of vision and discernment appreciate the broad and dependable usefulness of the highly centralized banking service of the Citizens Banks of Los Angeles. The Organization comprises the National and State interpretation of every necessary commercial, financial and fiduciary department into a single purpose and efficient banking unit which is ready to serve all legitimate phases of western industry, agriculture, commerce and home life.

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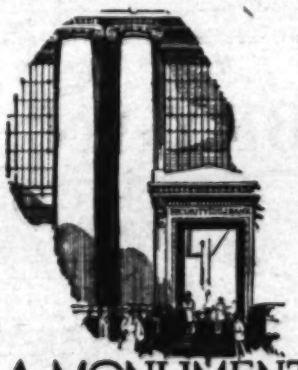
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LOS ANGELES

ORANGE COUNTY

(Continued from Page 17)

ably the most intensively cultivated county in the State of California, particularly in the southern section of the county, with the result that it is twenty-seventh among the California counties in amount of improved land, and sixth in the value of crops produced.

Orange county is today one of the leading orange, lemon, walnut, bean, sugar beet and petroleum producing counties of the State of California. The northern half of the county is now under intensive cultivation, and the southern half is capable of similar cultivation when the proper time comes.

Although small in area, it is one of the wealthiest counties in the State and is assuming an ever-increasingly important position in the economic life of California as a producer of important commodities.

The growth of the county during the past ten years has been steady and rapid, no small part of credit for this development being due to the various co-operative marketing associations which handle the principal crops of the county.

The county is served by several progressive and growing communities, each of which promises to continue to grow in size and importance. Santa Ana is the county seat and the economic capital of the county, with Anaheim second and growing in importance and with Fullerton and Orange vying for third place.

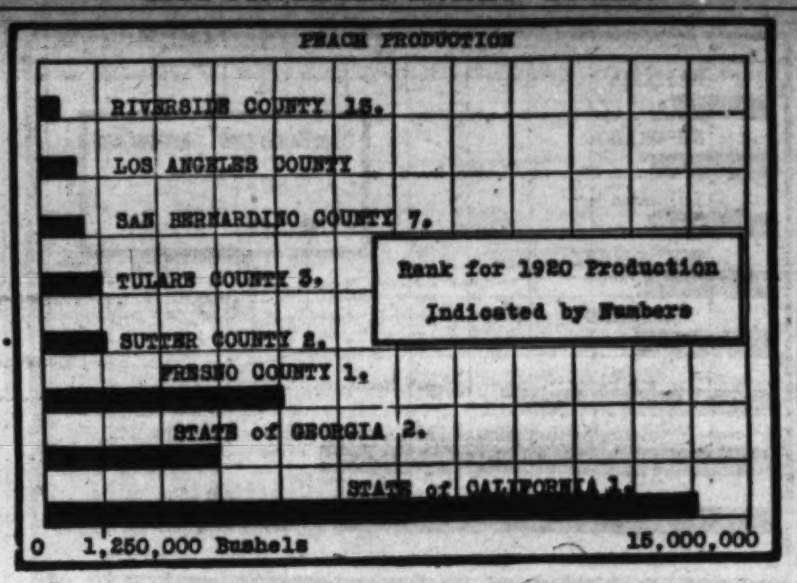
The developments of the next ten or twenty years may shift somewhat the relative importance of the various cities of the county, but in all probabilities Santa Ana will remain the center of the economic life of the county with the other cities taking an increasing proportion of local business.

The future of the county is unquestionably assured, and there is every indication that it will eventually be much more important as a commodity producing district than it is today.

POPULATION OF ORANGE COUNTY BY CITIES AND TOWNSHIPS

Incorporated cities:	1900	1910	1920
Anaheim	1 456	2,628	5,526
Brea	†	†	1,037
Fullerton	†	1,725	4,415
Huntington Beach	†	815	1,667
Newport Beach	†	445	904
Orange	1,216	2,920	4,884
Santa Ana	4,933	8,429	15,485
Seal Beach	.....	†	669
Stanton	.....	†	695
Outside incorporated cities*:			
Anaheim township (excluding Anaheim)			1,410
Brea township (excluding Brea)			1,478
Buena Park township			947
Fullerton township (excluding Fullerton)			622
Huntington Beach township (excluding Huntington Beach)			1,676
La Habra township			1,911
Laguna Beach township			363
Los Alamitos township			630
Newport Beach township (excluding Newport Beach)			406
Orange township (excluding Orange)			3,250
Placentia township			3,619
San Juan township			1,064
Santa Ana township (excluding Santa Ana)			2,282
Seal Beach township (Coextensive with Seal Beach)			.....
Stanton township (Coextensive with Stanton)			.....
Tustin township			1,681
Westminster township			4,181
Yorba township			563

*Change in boundaries makes comparison impossible.
†City incorporated subsequent to that census.



AGRICULTURAL PRODUCTION IN ORANGE COUNTY
CROP PRODUCTION

		1910	1920
Oats	acres	995	442
	bushels	30,858	10,574
Wheat	acres	793	2,058
	bushels	10,797	25,650
Barley	acres	27,384	6,127
	bushels	671,536	91,165
Hay	acres	47,651	34,284
	tons	57,655	39,963
Potatoes	acres	1,770	607
	bushels	127,367	50,711
Sugar Beets	acres	10,275	15,093
	tons	133,612	112,607
Corn	acres	2,054	10,291
	bushels	91,643	190,487
Apples	bushels	12,218	34,607
Peaches	bushels	22,488	33,285
Plums and Prunes	bushels	5,295	9,078
Apricots	bushels	228,931	97,291
Grapes	pounds	2,684,855	289,148
Lemons	boxes	74,227	868,773
Oranges	boxes	1,247,905	3,486,304
Olives	pounds	828,204	12,285
Walnuts	pounds	7,478,955	14,118,290
NUMBER OF LIVESTOCK			
Cattle		18,220	15,070
Horses		12,858	7,355
Swine		4,448	6,842
Sheep		44,101	178

FARMS AND FARM PROPERTY IN ORANGE COUNTY

	1900	1910	1920
Number of farms	2,388	3,165	4,188
Land in farms—acres	425,277	371,692	325,703
Improved land in farms—acres	236,847	189,463	200,945
Value of farm property—			
Land in farms	$18,533,640	$55,952,755	$156,960,321
Farm buildings	2,177,040	4,660,795	11,370,220
Implements and machinery	456,500	1,149,323	5,288,628
Livestock on farms	1,179,415	2,596,080	3,044,080
	$22,346,595	$64,357,852	$176,663,249
Farm Operation:			
Number—			
By owners	1,871	2,531	3,457
By managers	80	128	235
By tenants	437	506	496
Acres—			
By owners		135,784	153,859
By managers		142,104	88,416
By tenants		93,804	83,428

FARMS AND FARM PROPERTY
RIVERSIDE COUNTY

	1900	1910	1920
Number of farms	2,340	2,688	3,949
Land in farms—Acres	427,097	520,806	676,293
Improved land in farms—Acres	216,033	278,151	343,538
Value of farm property:			
Land in farms	18,488,110	39,363,652	80,337,950
Farm buildings	1,999,850	3,606,689	7,974,641
Implements and machinery	399,280	1,112,189	3,656,19-
Livestock on farms	756,791	2,061,265	3,488,691
	$21,644,031	$46,203,795	$95,456,776
Farm operations:			
Number			
By owners	1,747	2,291	3,141
By managers	318	104	214
By tenants	275	293	594
	2,340	2,688	3,949
Acres:			
By owners	.....	299,991	346,929
By managers	.....	122,041	152,233
By tenants	.....	98,774	177,131

RIVERSIDE COUNTY

RIVERSIDE COUNTY, the fourth largest county in the State of California, is noted for its scenic beauty, its citrus products and the great diversity in types of agricultural soil. It is bounded on the east by the State of Arizona, on the north by San Bernardino county, on the west by Orange county, and on the south by San Diego and Imperial counties. In spite of its great amount of mountain country and some desert land, it is nevertheless one of California's most important agricultural counties.

POPULATION STATISTICS
RIVERSIDE COUNTY

Incorporated Cities	1900	1910	1920
Banning	†	†	1,810
Beaumont	†	†	857
Blythe	†	†	1,622
Corona	1,434	3,540	4,129
Elsinor	279	488	633
Hemet	†	992	1,480
Perris	†	†	499
Riverside	7,973	15,212	19,341
San Jacinto	343	898	945
†Incorporation subsequent to that year.			
Outside Incorporated Cities			
Beaumont Township (Exclusive of Beaumont)	346*	1,113	427
Bergman Township	170	326	354
Coachilla Township	†	†	1,016
Diamond Township	385	380	418
Elsinore Township (Exclusive of Elsinore)	367	472	863
Hemet Township (Exclusive of Hemet City)	904*	1,400	1,795
Highgrove Township	925	1,187	800
Indio Township	257	899	1,187
Mecca Township	†	†	583
Moreno Township	644	523	441
Murrieta Township	764	765	886
Palo Verde Township (Exclusive of Blythe)	†	557	3,462*
Perris Township (Exclusive of Perris)	1,331	1,454	1,683*
Riverside Township (Exclusive of Riverside)	190	506	198
San Gorgonio Township (Exclusive of Banning)	356	1,387	697*
San Jacinto Township (Exclusive of San Jacinto)	271	369	422
Temescal Township (Exclusive of Corona)	515	834	1,461
West Riverside Township	....	762	1,400

*City incorporated as to affect the population of that census and subsequent census.
†City incorporated subsequent to that census.

MANUFACTURING IN RIVERSIDE.

	1914	1919
Number of Establishments	68	69
Value of Products	$1,022,000	$2,354,000
Persons Engaged in Industry	405	544
Capital Investment	$940,000	$1,589,000
Value added by Manufacture	$578,000	$1,542,000
Salaries and Wages	$297,000	$646,000

MINERAL PRODUCTION IN RIVERSIDE COUNTY.

	Amount	Value
Clay (pottery)	76,317 Tons	$126,313
Silica	3,195 Tons	12,561
Feldspar	1,094 Tons	6,163
Brick	.....	482,209
Stone, Miscellaneous	.....	294,499
Other Minerals	.....	4,171,039
Granite	.....	26,403
Total	.....	$5,123,208

Riverside county is the fourth largest county in the State of California, with an area exceeding three of the States of the United States, and has in the past been known as a citrus-fruit producing county and as the home of the Glenwood Mission Inn. In spite of its large mountainous and desert areas, the county is becoming increasingly important as an agricultural pro-

AGRICULTURE PRODUCTION IN RIVERSIDE COUNTY.
Crop Production.

		1909-10	1919-20
Oats—	Acres	3,767	876
	Bushels	85,540	16,322
Wheat—	Acres	11,817	18,986
	Bushels	159,434	179,776
Barley—	Acres	56,946	35,223
	Bushels	958,526	542,291
Hay—	Acres	85,430	57,114
	Tons	141,794	118,891
Potatoes—	Acres	309	697
	Bushels	22,302	66,626
Sugar Beets—	Acres	4	1,100
	Tons	333	6,131
Corn—	Acres	872	1,388
	Bushels	12,421	28,626
Apples—	Bushels	9,977	111,973
Peaches—	Bushels	77,138	386,309
Plums & Prunes—	Bushels	54,873	96,687
Apricots—	Bushels	145,159	886,200
Grapes—	Bushels	12,123,289	4,683,117
Lemons—	Boxes	304,683	699,323
Oranges—	Boxes	2,006,502	1,494,202
Walnuts—	Pounds	67,491	695,692
Almonds—	Pounds	168,570	.....
LIVESTOCK			
Cattle		19,464	18,812
Horses		11,832	10,035
Swine		6,156	15,599
Sheep		7,983	13,904

ducing county and instead of being primarily a citrus county is now commencing to be known for its diversified products. The major portion of the agricultural production centers in the western half of the county, with the city of Riverside the most important marketing center of the county, but with such cities as Corona, Perris, Hemet and San Jacinto becoming increasingly important as agricultural shipping centers. Riverside, located just south of Colton, the freight assembling point of Southern California, is in an excellent position for securing good railroad service for marketing its products.

With additional water for irrigation purposes, the agricultural development of the county should continue unabated.

VALUE OF CROPS & LIVESTOCK IN RIVERSIDE COUNTY.

Crops	1909-10	1919-20
Cereals	895,051	1,556,241
Other grains & seeds	.....	261,148
Hay	1,624,675	2,588,202
Vegetables	.....	838,194
Fruits & Nuts	2,393,371	9,689,920
All other	220,470	4,003,744
	$5,133,567	$18,932,449
LIVESTOCK.		
Cattle	484,062	1,202,015
Dairy Products	236,917	668,799
Horses	1,371,506	998,112
Swine	44,770	264,560
Sheep	36,879	130,570
Wool	.....	20,124
Poultry & Eggs	183,490	628,676
	$2,357,644	$3,812,660

SAN DIEGO COUNTY

SAN DIEGO COUNTY, the home of the Destroyer Base and Naval Station of the United States government, is located in the extreme southwestern corner of the State of California, being bordered on the south by Mexico, on the east by Imperial county, on the west by the Pacific Ocean, and on the north by Riverside county, with a small corner in the western section of the county bordered by Orange county.

It contains 2,761,440 acres, which consists of a series of mountains and valleys, with

POPULATION OF SAN DIEGO COUNTY BY CITIES AND TOWNSHIPS

Incorporated cities:	1900	1910	1920
Chula Vista	.....	.....	1,718
Coronado	625	1,477	3,280
East San Diego	.....	.....	4,148
El Cajon	.....	.....	469
Escondido	755	1,334	1,789
La Mesa	.....	.....	1,004
National City	1,086	1,733	3,116
Oceanside	330	673	1,161
San Diego	17,700	39,578	74,683
Outside incorporated cities:			
El Cajon township (excluding El Cajon)	.....	.....	3,108
Escondido township (excluding Escondido)	.....	.....	2,623
Oceanside township (excluding Oceanside, La Jolla, Pala,) (Pauma & Rincon Indian Reservation.)	.....	.....	2,744
Ramona township	.....	.....	1,952
San Diego township (excluding Chula Vista, Coronado, E. San. D., La Mesa, National City and San Diego)	.....	.....	8,990

*Changes in boundaries make comparative figures impossible.

VALUE OF CROPS AND LIVESTOCK IN SAN DIEGO COUNTY

CROPS	1910	1920
Cereals	$ 453,336	$ 795,348
Other grains and seeds	.....	570,914
Hay	1,110,127	1,639,621
Vegetables	.....	706,861
Fruits and nuts	941,767	4,065,611
All other	350,406	50,686
Total	$ 2,861,136	$ 7,829,041
LIVESTOCK		
Cattle	$ 1,356,802	$ 2,527,723
Dairy products	474,779	914,959
Horses	1,369,544	798,418
Swine	59,842	277,951
Sheep	4,099	60,784
Poultry and eggs	357,579	1,373,837
Total	$ 3,622,645	$ 5,956,671

It contains 2,761,440 acres, which consists of a series of mountains and valleys, with

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SOONER or later you will come to California — everyone does. You may come as a visitor, one of the hundreds of thousands that throng our busy streets and live life as it was meant to be lived. Or you may come as a home seeker—or a builder in this land of opportunity.

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Messrs. Wm. J. Hunsaker and E. W. Britt have been associated in the practice of law for the greater part of a third of a century, first in San Diego, but for the past twenty-two years in this city, under the firm name of Hunsaker & Britt. The firm of Hunsaker & Britt and the reorganized firm of Hunsaker, Britt & Cosgrove have handled much of the most important litigation in this section of the State.

In the reorganization, T. B. Cosgrove, for six years City Attorney of the city of San Diego, was admitted to partnership, as were Messrs. Daniel M. Hunsaker, son of William J. Hunsaker, W. Egbert Mitchell, for many years associated with the firm, and Robert B. Murphey, for several years Assistant Counsel of Los Angeles County.

The firm has offices on the eleventh floor of the Title Insurance Building.

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For eighteen years, this firm has occupied a prominent position among the larger real estate firms of Los Angeles. During all these years, the Edwards & Wildey Company has been actively engaged in developing suburban towns and city subdivisions, having over fifty well-known tracts to its credit. Among some of its recent successes are Kenneth Crest and Kenneth Terrace in Glendale, Ocean View Heights in Eagle Rock, Kenmore Park in Hollywood, the new town development of West Burbank, and Ambassador Heights in Los Angeles. All of the above are owned by the company and are highly developed. In addition to the general offices in the Black Building, six branch offices are maintained in Hollywood, Wilshire, North Wilshire, Burbank, Eagle Rock and Glendale.

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The firm of Edwards, Wildey & Dixon Co. was organized about five years ago to take over the Construction Department of the Edwards & Wildey Company. Since that time, the firm has made rapid strides until today it is recognized as one of the largest and most active building contracting concerns in the State. Among the large projects built by this company during 1922, are the huge Los Angeles Coliseum, the Long Beach City Hall, and the handsome group of High School buildings in Fullerton.

Marlborough School for Girls

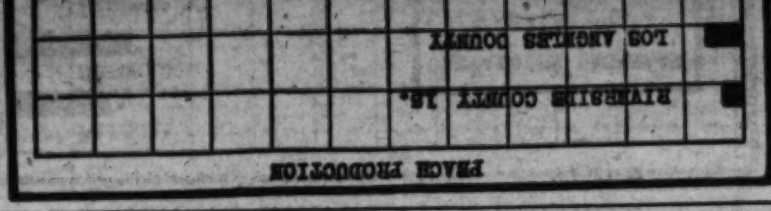
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Private High School.
Thirty-third year. An attractive home for forty girls. Thorough college preparation and certificate rights to all colleges. Three seminary courses and special work in history of Art, Literature and General Information.
Beautiful new buildings, basketball and three tennis courts.
Music department in charge of Mr. Waldo F. Chase.

Mrs. G. A. Caswell, Principal.

International Indemnity Co.
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Automobile Insurance, Fire, Theft, Liability, Property Damage, Collision.



the Bay of San Diego in the southwestern corner acting as the harbor of the county.

In 1907 Imperial county, which was then commencing to develop from a desert waste, was cut out of San Diego county, so that the county is now only approximately one-half as large as it was prior to 1907.

San Diego county is a separate economic zone of Southern California, with the major portion of the business and economic life of the county centering around San Diego Bay and, while important as an agricultural producing county, the major interest of San Diego county lies in the development of industry and shipping along San Diego Bay. With a population of approximately 100,000 people around the bay, the community is even now vitally important to the economic life of Southern California, but it is still in the throes of development and it will be some time before its future type of commercial and industrial activity is definitely determined.

IMPERIAL COUNTY

IMPERIAL COUNTY, located in the extreme southeastern corner of the State of California, bordered on the west by San Diego county, on the north by Riverside county, on the east by Arizona, and the south by Mexico, has undergone the most rapid development of any of the California

POPULATION STATISTICS IN IMPERIAL COUNTY

	1900†	1910	1920
Incorporated cities:			
Brawley		861	5,380
Calexico		797	6,223
Calipatria		....	785
El Centro		1,610	5,464
Holtville		729	1,347
Imperial		1,257	1,845
Outside incorporated cities:			
Brawley township (exclusive of Brawley)		1,257	5,160
Calexico township (exclusive of Calexico)		1,090	3,625
Calipatria township (exclusive of Calipatria)		....	1,079
El Centro township (exclusive of El Centro)		600	2,341
Hanlon township (exclusive of part of Yuma) (Indian Reservation)		331	437
Holtville township (exclusive of Holtville)		1,344	2,116
Imperial township (exclusive of Imperial)		1,112	2,419
Laguna township* (exclusive of part of Yuma) (Indian Reservation)		861	212
Niland township		393	469
Pinacho township		38	309
Silsbee township		1,496	291
Yuma Indian Reservation		1,266	649
Palo Verde township		167	63

†Not listed. Unpopulated and part of San Diego county in 1900.

counties during the past ten years. Twenty years ago it was an undeveloped waste. Its separate existence dates from 1907 when it was organized from a part of San Diego county. Today it supports a population of 43,463, and produces agricultural products valued at $17,200,000 per annum.

VALUE OF CROPS AND LIVESTOCK IN IMPERIAL COUNTY

CROPS

Cereals	755,289	4,903,233
Other grains and seeds	....	65,017
Hay	302,990	2,562,696
Vegetables	295,339	3,541,078
Fruits and nuts	....	123,078
All other	47,740	6,005,632
	$ 1,901,358	$17,200,734

LIVESTOCK

Cattle	$ 865,001	$ 4,785,532
Dairy Products	313,743	2,315,489
Horses	1,023,082	1,106,512
Swine	503,164	709 282
Sheep	198,967	487,252
Wool	17,067	....
Poultry and eggs	195,526	447,043
	$ 2,976,550	$ 9,851,260

It contains 2,616,960 acres and is the eleventh largest county in the State of California. It is an independent economic unit, noted primarily for its agriculture, which centers in Imperial Valley, running through

WATERMELON SHIPMENTS FROM SOUTHERN HALF OF CALIFORNIA—1921

	Amount in Car Loads	Per Cent of State Total	1921 Rank
IMPERIAL COUNTY:			
El Centro	476	12.6	1
Brawley	369	9.7	2
Calipatria	256	6.7	3
Imperial	166	4.5	5
Heber	149	3.95	6
Westmoreland	99	2.59	7
Calexico	91	2.38	8
Niland	8	.34	13
Total	1,604	42.50	
TULARE COUNTY:			
Dinuba	177	4.68	4
Lindsay	20	.53	10
Exeter	16	.42	11
All Others	5	.14	
Total	218	5.78	
KERN COUNTY:			
Bakersfield	73	1.93	9
McFarland	12	.31	12
All Others	10	.26	
Total	95	2.50	
RIVERSIDE COUNTY	6	.16	15
FRESNO COUNTY	6	.16	15
SAN BERNARDINO COUNTY	3	.08	17
LOS ANGELES COUNTY	2	.06	18
SOUTHERN HALF OF CALIFORNIA—Total	1,934	51.24	

the central portion of the county, and is as yet only partially developed.

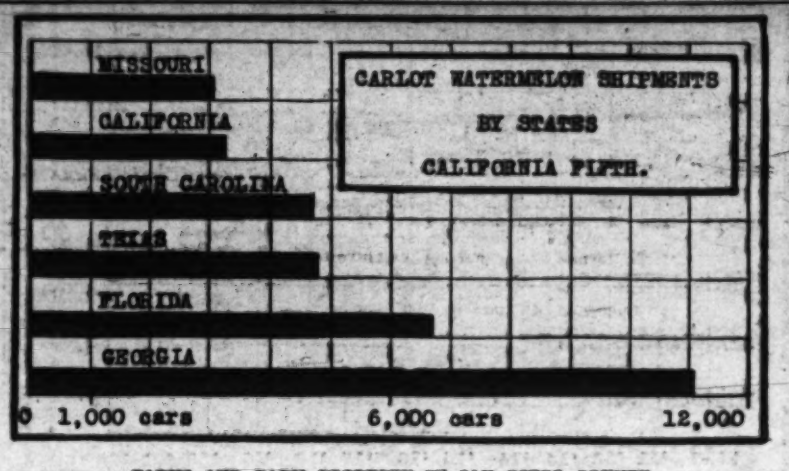
Imperial county, in spite of the set-back following the slump in cotton prices, is the most rapidly developing agricultural district in the State of California, and gives promise of increasing importance as a producer of cotton, cereals, vegetables, fruits, live stock and dairy products.

Its growth during the past ten years has been phenomenal, and as additional water is brought into the valley to permit additional production, it may be anticipated that this growth and development will continue steadily for some years to come.

The county is already an important unit in the economic and producing life of the State and this importance will increase rapidly in the years to come.

In its development the county is naturally entitled to the support of the financing and marketing centers of the State with which it is logically connected. The more important of these is Los Angeles and the trend of Imperial Valley production is toward Los Angeles. However, San Diego is occupying an increasingly important position in the Imperial Valley so that the county now has two sources of financial assistance. So located, its future is indeed promising.

The Imperial Valley is crossed by the international boundary line between the United States and Mexico. Although the whole valley is really one economic unit, it is impossible to secure statistics for the Mexican side, similar to those for the American side, even though the products of both sides of the line are marketed through the American side. For that reason such statistics as are here included can not give any comprehensive idea of the real importance of the valley and its annual productivity, although they do furnish some index of its growth and recent development.



FARMS AND FARM PROPERTY IN SAN DIEGO COUNTY

	1900	1910	1920
Number of farms	2,698	2,298	2,200
Land in farms—acres	809,419	834,426	925,192
Improved land in farms—acres	229,791	234,045	262,646
Value of farm property—			
Land in farms	$14,133,900	$32,934,722	$49,995,830
Farm buildings	2,170,190	3,337,882	6,925,617
Implements and machinery	532,980	851,591	2,512,000
Livestock on farms	1,508,517	3,001,349	4,651,638
	$18,346,677	$31,124,814	$64,081,085
Farm Operation:			
Number—			
By owners	2,231	1,845	2,419
By managers	157	93	135
By tenants	310	260	646
	2,698	2,298	3,200
Acres—			
By owners		569,826	580,475
By managers		137,848	193,232
By tenants		126,762	151,485

AGRICULTURE PRODUCTION IN IMPERIAL COUNTY

		1910	1920
Oats	acres	....	844
	bushels	....	18,986
Wheat	acres	....	25,711
	bushels	....	542,756
Kaffr Corn and Maize	acres	9,789	65,421
	bushels	212,781	1,672,080
Barley	acres	36,986	18,235
	bushels	906,916	478,651
Hay	acres	57,084	61,453
	bushels	101,762	122,439
Corn	acres	450	2,682
	bushels	14,419	81,111
Apricots	bushels	....	1,786
Grapes	pounds	1,210,475	1,971,591
Figs	pounds	10,450	....
Lemons	boxes	....	....
Oranges	boxes	3,013	1,719
Walnuts	pounds	....	16,000
LIVESTOCK			
Cattle		23,741	64,377
Horses		8,967	11,677
Swine		70,562	44,519
Sheep		23,486	60,176

FARMS AND FARM PROPERTY IN IMPERIAL COUNTY

	1900*	1910	1920
Number of farms		1,322	2,943
Land in farms—acres		223,682	347,685
Improved land in farms		176,069	218,708
Value of farm property—			
Land in farms		$19,932,680	$54,399,817
Farm buildings		764,665	3,118,447
Implements and machinery		459,535	2,950,548
Livestock on farms		2,589,207	8,102,733
		$23,646,087	$69,171,545
Farm Operation:			
Number—			
By owners		824	1,343
By managers		77	97
By tenants		421	1,403
		1,322	2,943
Acres—			
By owners		136,926	153,182
By managers		21,531	35,932
By tenants		65,145	158,371

*Change in boundary. Part of San Diego county and desert waste in 1900.

AGRICULTURAL PRODUCTION IN SAN LUIS OBISPO COUNTY

CROPS

		1910	1920
Corn	acres	1,509	2,443
	bushels	24,015	64,176
Oats	acres	1,129	1,788
	bushels	25,294	42,298
Wheat	acres	31,808	82,777
	bushels	423,636	908,260
Barley	acres	24,370	18,958
	bushels	657,718	527,867
Beans	acres	11,169	26,330
	bushels	207,674	385,827
Hay	acres	55,000	52,685
	tons	70,225	86,329
Potatoes	acres	955	362
	bushels	105,277	30,531
Sugar beets	acres	234	2,215
	tons	5,993	21,919
Apples	bushels	66,047	41,494
Peaches	bushels	10,255	12,913
Pears	bushels	3,849	16,265
Plums and Prunes	bushels	15,236	37,264
Apricots	bushels	25,929	14,094
Grapes	pounds	1,937,110	833,930
Lemons and Oranges	boxes	1,700	1,608
Walnuts	pounds	223,493	348,415
LIVESTOCK			
Cattle		118,704	98,677
Horses		15,274	11,820
Swine		17,668	17,451
Sheep		86,963	71,609

SAN LUIS OBISPO COUNTY

SAN LUIS OBISPO COUNTY is the northernmost coast county in the southern half of California and is bounded on the west by the Pacific Coast, on the north by Monterey county, on the east by Kern and on the south by Santa Barbara county.

It is primarily important in the economic life of the Pacific-Southwest because of its agricultural productivity. It is the home of the California almond, which is raised in the Paso Robles district, and is becoming increasingly important as a fruit producing county.

In the past it has been largely a stock county, having been one of the leading producers of beef cattle and of dairy prod-

VALUE OF CROPS AND LIVESTOCK IN SAN LUIS OBISPO COUNTY

CROPS

	1910	1920
Cereals	$ 869,268	$2,991,794
Other grains and seeds	517,452	1,925,401
Hay and Forage	491,896	1,959,607
Vegetables	141,685	200,177
Fruits and nuts	155,094	571,287
All other	116,427	414,947
	$2,481,812	$8,071,213

LIVESTOCK

	1910	1920
Cattle	$3,789,415	$4,790,734
Dairy products	754,465	1,084,282
Horses	1,453,686	1,029,896
Swine	150,830	260,266
Sheep	256,156	99,744
Wool	52,863	8,606
Poultry and eggs	243,244	212,173
	$5,658,064	$7,495,329

MINERAL PRODUCTION IN SAN LUIS OBISPO COUNTY

	AMOUNT	VALUE
Quicksilver	1,224 flasks	
Mineral water		$ 89,186
Other minerals		244,063
Chromite	339 tons	10,440
Petroleum	42,511 bbls.	59,515
		Total $403,204

The principal cities are San Luis Obispo and Paso Robles. At Atascadero is located the big co-operative community project, which was managed by E. G. Lewis, who is now financing the Palos Verdes project at San Pedro.

The increasing importance of the county to the economic life of the Pacific-Southwest is illustrated by the fact that its products in this district.

DRIED BEAN SHIPMENTS FROM SOUTHERN HALF OF CALIFORNIA—1921

	Amount in Car Loads	Per Cent of State Total	1921 Rank
SANTA BARBARA COUNTY:			
Santa Maria	251	6.62	1
Lompoc	236	6.24	2
Guadalupe	95	2.50	10
Santa Barbara	76	2.00	13
Los Alamos	69	1.96	14
Sisquoc	29	.76	19
Surf	28	.74	20
All Others	42	1.08	
Total	826	21.80	
VENTURA COUNTY:			
Saticoy	136	3.60	6
Somis	125	3.30	6
Camarillo	123	3.26	7
Ventura	94	2.48	11
Oxnard	88	2.32	12
Montalvo	48	1.27	16
Moorpark	41	1.09	17
All Others	30	.78	
Total	685	18.10	
LOS ANGELES COUNTY:			
San Fernando	163	4.34	4
Van Nuys	108	2.85	9
Zelzah	66	1.73	15
Santa Monica	29	.77	19
Sawtelle	28	.75	20
All Others	55	1.44	
Total	469	12.38	
ORANGE COUNTY:			
Irvine	217	5.74	3
Santa Ana	73	.97	18
West Anaheim	25	.66	21
El Toro	21	.55	22
All Others	14	.38	
Total	310	8.20	
SAN LUIS OBISPO COUNTY:			
San Luis Obispo	111	2.94	8
All Others	37	.98	
Total	148	3.92	
SAN BERNARDINO COUNTY:			
Ontario	13	.30	23
TULARE COUNTY:			
Porterville	8	.21	24
SAN DIEGO COUNTY	5	.13	
KERN COUNTY:			
Bakersfield	1	.02	25
RIVERSIDE COUNTY:			
Corona	1	.02	25
FRESNO COUNTY:			
Fresno	1	.02	25
SOUTHERN HALF OF CALIFORNIA—Total	2,487	65.10	

lation increased from 16,637 in 1900 to 19,383 in 1910 and to 21,893 in 1920.

In the past its economic connections have lain largely to the northward toward San Francisco, but with the present day tendency toward the unification and co-ordination of the economic activities of the Pacific-Southwest, an increasing interest in economic affiliation with the southern district is being evidenced.



In the Days of Long Ago—

TO OUR grandfathers the ox was a mighty beast, a standard of strength. But the strength of an ox is small compared with a modern engine half its size. Standards change to meet changing requirements.

Whether judged by the old-fashioned standard of character and integrity or by the new standard of money strength, Hellman Bank stands firmly secure, guided and directed by the principles which make it great and guarded by the millions in resources which make it strong.

Resources 46 Million Dollars

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Total Resources, over $5,000,000.00.

COMPARISON OF DEPOSITS

Dec. 31st, 1919	$2,702,928.11	Dec. 3st, 1921	$3,857,762.81
Dec. 31st, 1920	$3,207,799.11	Oct. 13th, 1922	$4,584,339.96

"Large Oaks From Little Acorns Grow"

OFFICERS

W. D. Howard, President. W. M. Hamaker, Vice-President.
C. O. Anderson, Cashier.
M. J. Wolfe, Asst. Cashier.

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Large profits and strong security do not travel together. It is usually true that to make big gains one must take big risks; and, conversely, to insure safety of principal one must be content with a moderate return on the investment.

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FRESNO COUNTY

FRESNO COUNTY, with the exact geographical center of the State of California located in the city of Fresno, is the center of the richest agricultural district in the State of California. The activity of Fresno county, as well as that of Madera, Kings and Tulare counties, centers in the city of Fresno.

Fresno county extends completely across the center of the San Joaquin Valley from the mountains on the east to the coast range on the west and is about equidistant between Los Angeles and San Francisco. It contains 3,808,000 acres and is the sixth largest county of the State. However, the five larger counties are largely mountainous, with the result that there is more improved land in farms in Fresno county than in any other county in the State of California.

Fresno county is today the second commodity producing county of the State of California and there is every indication that this county will continue to develop and become increasingly important as a center for the production of important agricultural commodities.

The growth of the county during the past

AGRICULTURAL PRODUCTION IN FRESNO COUNTY

CROP PRODUCTION

	1910	1920
Corn—acres	1,422	3,965
Corn—bushels	37,726	76,279
Oats—acres	1,554	1,282
Oats—bushels	20,027	26,628
Wheat—acres	7,829	27,476
Wheat—bushels	97,391	406,619
Barley—acres	22,132	36,262
Barley—bushels	694,234	592,496
Kaffir Corn milo—acres	1,689	5,255
Kaffir Corn milo—bushel	37,506	153,252
Hay—acres	95,265	94,921
Hay—tons	214,659	303,790
Apples—bushels	34,505	63,847
Peaches—bushels	2,727,978	5,059,753
Pears—bushels	7,548	20,169
Plums & prunes—bushels	139,252	202,067
Apricots—bushels	206,536	312,400
Grapes—pounds	611,253,961	944,281,518
Oranges—boxes	92,640	128,546

NUMBER OF LIVESTOCK

	1910	1920
Cattle	127,625	81,176
Horses	25,009	24,829
Swine	33,150	46,451
Sheep	142,011	232,612

ten years has been steady and rapid and no small part of the credit for this development is due to the activity of the various co-operative marketing associations which have permitted the growers to reap the benefit of orderly marketing of their valuable products, thereby increasing the

VALUE OF CROPS AND LIVESTOCK IN FRESNO COUNTY

	1910	1920
CROPS		
Cereals	$ 510,053	$ 2,267,323
Other grains and seeds	12,685	44,253
Hay	1,702,818	6,762,870
Vegetables	108,690	166,100
Fruits and nuts	5,279,794	42,267,283
All others	376,147	393,423
	$7,991,187	$51,861,252
LIVESTOCK		
Cattle	$3,258,420	$ 4,382,987
Dairy Products	850,240	2,038,498
Horses	2,583,216	2,255,144
Swine	220,325	686,440
Sheep	555,057	2,644,262
Wool	109,982	357,961
Poultry and eggs	419,265	796,516
	$8,006,505	$13,061,778

wealth and productivity of this rich county.

In addition to its position as the second commodity producing county in the State of California, Fresno county, because of its central location in the San Joaquin Valley and of the progressive spirit of the citizens of the city of Fresno and the other cities in the county, is becoming unquestionably the economic and financial capital of

BANKING RESOURCES OF FRESNO COUNTY
(Figures to the nearest $1,000)

	1917	1918	1919	1920	1921*
Capital	2080	2145	2420	2058	3235*
Surplus and Profits	1895	2000	2068	2315	1705
Deposits	18547	20987	28241	37758	24665
Loans and Discounts	14138	17951	22505	32029	25486
Total Resources	23712	26741	35403	47274	33248

*Figures for 1921 are not complete on account of non-inclusion of figures of branches of banks with head office outside of Fresno county.

the central portion of the San Joaquin Valley.

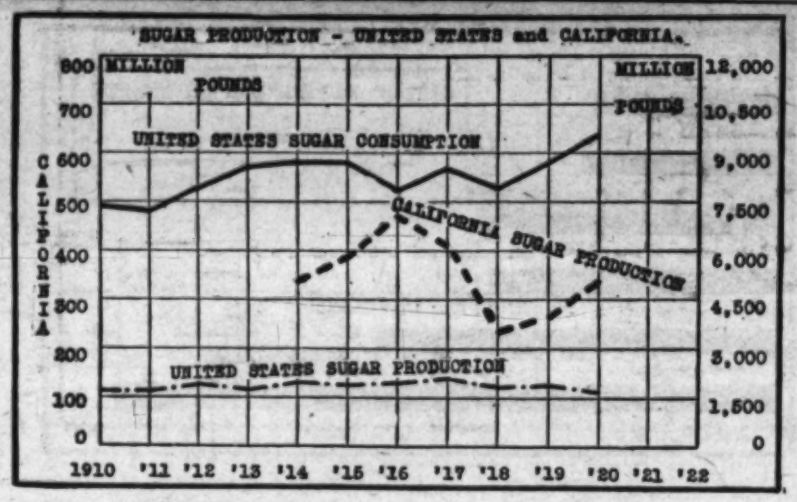
The position of the city of Fresno is such that the future development of the county will emphasize its development as the financing market for the central portion of the San Joaquin Valley, with its diversified

FRESNO COUNTY

Connected Load H. P. of San Joaquin Light and Power Company.

	County Total			
	1919	1920	1921	1922
Industrial	15,920	17,936	21,032	67,069
Agricultural	3,651	3,913	12,071	13,292
Railway	1,790	1,340	1,340	1,340
Light	21,878	25,023	27,594	22,669
Other	9,614	15,683	17,172	
Total	52,853	63,895	79,209	104,370

soil of every type, and its diversified agricultural production. As this development proceeds there is an increasing demand for funds with which to bring new land under cultivation and with which to market the ever-increasing agricultural production.



FARMS AND FARM PROPERTY IN SAN LUIS OBISPO COUNTY

	1900	1910	1920
No. of farms	1,812	1,714	1,803
Land in farms—acres	1,034,480	1,588,660	1,277,536
Improved land in farms—acres	412,356	326,928	402,269
Value of farm property—			
Land in farms	$11,123,180	$24,745,375	$48,924,414
Farm buildings	1,272,820	2,136,447	3,765,162
Implements and machinery	479,840	742,498	2,443,250
Livestock on farms	1,749,917	4,802,033	6,382,323
	$14,635,757	$32,426,353	$61,515,149
Farm Operation:			
Number—			
By owners	1,167	1,056	1,165
By managers	49	42	59
By tenants	597	616	579
Acres—			
By owners		138,615	172,430
By managers		90,217	58,158
By tenants		98,696	171,681

POPULATION STATISTICS SAN LUIS OBISPO COUNTY

Incorporated Cities:	1900	1910	1920
Arroyo Grande	*	*	760
Paso Robles	1,224	1,441	1,919
San Luis Obispo	3,021	5,157	5,895
	4,245	6,598	8,574
*Incorporated subsequent to that census.			
Outside Incorporated Cities:			
Arroyo Grande township (excluding Arroyo Grande 1920)	3,319	3,646	2,663
Cholame township	544	419	847
Morro township	1,812	2,255	1,795
Nipomo township	926	1,348	1,120
Paso Robles township (excluding Paso Robles)	1,187	941	1,147
Pozo township	512	354	554
Salinas township	943	877	1,516
San Luis Obispo township (excluding San Luis Obispo)	195	169	359
San Miguel township	1,022	830	652
San Simeon township	1,036	1,028	739
Santa Margarita township	896	918	1,927
	12,392	12,785	13,319

POPULATION OF FRESNO COUNTY BY CITIES AND TOWNSHIPS

Incorporated Cities:	1900	1910	1920
Clovis	—	—	1,157
Coalinga	—	4,199	2,934
Fowler	—	675	1,528
Fresno	12,470	24,892	45,086
Kingsburg	—	634	1,316
Reedley	—	—	2,447
Sanger	—	—	2,578
Selma	1,083	1,750	3,158
Outside Incorporated Cities			
Township 1 (including Firebough)	1,453	1,388	2,257
Township 2 (excluding Clovis)	2,936	4,799	7,239
Township 3 (excluding Fresno)	4,769	7,510	18,836
Township 4 (excluding Fowler)	3,236	5,198	4,571
Township 5 (excluding Selma)	1,780	3,093	3,830
Township 6 (excluding Coalinga)	811	3,652	4,194
Township 7 (excluding Sanger)	3,076	4,271	4,138
Township 8 (excluding Reedley)	2,379	3,344	4,892
Township 9 (excluding Kingsburg)	1,339	1,762	2,029
Township 10	2,132	1,661	1,999
Township 11	—	2,641	4,977
Township 12	—	660	465
Township 13	—	2,035	1,497
Township 14	—	1,493	1,163
Township 15	—	—	2,753
Township 16	—	—	2,723

FARMS AND FARM PROPERTY IN FRESNO COUNTY

	1900	1910	1920
Number of farms	3,290	6,245	8,917
Land in farms—acres	1,284,730	1,106,616	1,319,831
Improved land in farms—acres	786,337	560,205	672,591
Value of farm property—			
Land in farms	$ 34,201,530	$ 75,136,654	$ 260,496,470
Farm buildings	3,092,140	6,861,289	19,364,721
Implements and Machinery	1,593,890	3,228,706	12,116,265
Livestock on farms	3,941,919	7,356,409	11,117,166
	$ 42,829,479	$ 92,583,058	$ 303,094,622
Farm operation—			
Number			
By owners	2,409	5,227	7,291
By managers	97	279	288
By tenants	784	739	1,338
	3,290	6,245	8,917
Acres			
By owners		555,934	686,722
By managers		421,928	331,482
By tenants		128,754	301,327

BANKING RESOURCES IN KERN COUNTY

June 30th	1917	1918	1919	1920	1921
Capital	$ 875	$ 875	$ 1,125	$ 1,400	$ 1,610
Surplus and Profits	458	487	484	694	703
Deposits	7,168	8,665	12,801	17,677	19,486
Loans and Discounts	5,206	6,175	7,617	12,100	14,318
Total Resources	$8,867	$10,950	$15,113	$20,590	$22,560

This calls for outside financial assistance, and this assistance must come from the large centers of the State of California. Fresno county is ideally situated for securing of such assistance, both because of the excellent character of its productivity and because of its geographical location. Situated practically midway between the two important financing cities of the State, San Francisco and Los Angeles, the county is entitled to the financial support of both cities and will probably be for many years to come about the dividing line between the economic influence of these two cities. With the valuable trade of the county divided between the two cities, with the proportion dependent upon the progressiveness and type of support given by each of these cities, and with its strong agricultural position, the future of Fresno county would appear to be absolutely assured.

KERN COUNTY

KERN COUNTY, with an area of 5,121,920 acres, or 8003 square miles, is larger than the States of Connecticut and Delaware combined, and is also larger than each of three of the Eastern States of the United States, with two other States each only a little more than 200 square miles larger than Kern county.

POPULATION OF KERN COUNTY BY CITIES AND TOWNSHIPS

INCORPORATED CITIES:	1900	1910	1920
Bakersfield	4,836	12,727	18,638
Delano	*	*	805
McKittrick	—	*	207
Maricopa	—	*	1,121
Taft	—	*	3,317
Tehachapi	*	385	459
OUTSIDE INCORPORATED CITIES:			
Township 1			1,129
Township 2 (excluding Tehachapi)			865
Township 3 (including part of Bakersfield)			7,656
Township 4 (excluding Delano)			1,542
Township 5			2,191
Township 6 (comprising part of Bakersfield)			12,461
Township 7			195
Township 9			1,406
Township 10			1,023
Township 11			912
Township 12			3,653
Township 13 (excluding McKittrick)			1,347
Township 14			534
Township 15 (excluding Maricopa)			1,600
Township 16 (excluding Taft)			3,068
Township 17			2,712
Township 18			893
Township 19			5,750

*Not incorporated. Comparative figures not available.

It is the largest oil producing section of the State of California and is also important as an agricultural and live-stock producing region, in addition to having a railroad division point at its largest city, Bakersfield.

Kern county is located at the extreme

AGRICULTURE PRODUCTION IN KERN COUNTY

CROP PRODUCTION

	1909-10	1919-20
Corn—acres	466	2,953
Corn—bushels	7,132	73,708
Oats—acres	82	637
Oats—bushels	770	12,003
Wheat—acres	12,924	41,772
Wheat—bushels	139,375	496,523
Barley—acres	32,492	17,481
Barley—bushels	517,029	348,503
Kaffir, milo—acres	2,813	13,156
Kaffir, milo—bushels	45,828	402,773
Hay—acres	58,955	50,124
Hay—tons	112,995	118,711
Apples—bushels	10,006	21,818
Peaches—bushels	30,278	17,001
Pears—bushels	1,065	26,573
Plums and prunes—bushels	74,053	21,351
Apricots—bushels	48,955	29,434
Grapes—pounds	1,715,540	3,367,010
Oranges—boxes	32,232	22,834
Nuts—pounds	26,615	35,637
LIVESTOCK		
Cattle	118,320	121,265
Horses	10,347	10,885
Swine	20,623	33,805
Sheep	30,317	147,719

southern end of the San Joaquin Valley, directly north of Los Angeles county. Bakersfield, the county seat and the most important city between Los Angeles and

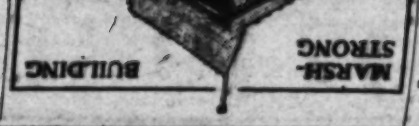
MINERAL PRODUCTION IN KERN COUNTY

	AMOUNT	VALUE
Antimony	276 lbs.	$ 28
Copper		61,187
Lime & Limestone	76,295 bbls.	106,713
Natural gas	34,912,865 M. cu. ft.	1,810,147
Petroleum	50,660,438 bbls.	$6,321,991
Silver		8,385
Stone, misc.		31,180
Other minerals		195,270
Brick	3,850 M.	56,550
Silica	3,060 tons	20,100
	Total	$89,121,581

VALUE OF CROPS PRODUCED IN SOUTHERN HALF OF CALIFORNIA BY COUNTIES

County	All Crops		Fruits and Nuts		Cereals		Other Grains and Seeds		Hay and Forage		Vegetables		All Other Crops	
	Rank	Value	Rank	Value	Rank	Value	Rank	Value	Rank	Value	Rank	Value	Rank	Value
Los Angeles	1	61,366,606	2	42,117,820	8	855,659	3	2,586,128	3	5,620,444	1	7,904,309	3	2,282,248
Fresno	2	51,861,252	1	42,287,283	6	2,267,323	10	44,253	2	6,762,870	10	166,100	8	393,423
Tulare	3	30,547,341	4	19,416,780	3	3,355,240	11	30,460	1	7,598,204	11	139,871	12	26,786
San Bernardino	4	28,517,455	3	23,429,055	10	605,190	8	93,207	9	1,815,296	6	452,718	10	121,889
Orange	5	24,465,231	5	17,998,347	12	319,878	4	2,335,901	13	374,429	3	1,473,097	4	1,466,579
Riverside	6	18,982,469	6	9,689,920	7	1,556,241	7	261,148	5	2,583,202	4	838,194	2	4,008,744
Ventura	7	15,320,224	7	6,304,370	14	163,964	1	7,922,756	14	323,050	12	93,003	5	1,009,186
Imperial	8	17,200,734	13	123,078	1	4,903,233	9	65,017	6	2,562,696	5	2,541,978	1	6,006,532
Kings	9	11,940,369	8	5,967,274	2	3,797,094	14	5,784	7	2,032,272	13	69,532	11	64,213
Santa Barbara	10	11,268,645	10	2,293,238	11	534,572	2	6,004,922	11	1,335,180	7	335,371	6	713,362
San Luis Obispo	11	8,071,813	11	571,287	4	2,991,194	5	1,925,401	8	1,959,507	9	209,177	7	414,947
San Diego	12	7,329,041	9	4,065,611	9	795,348	6	570,914	10	1,639,621	8	706,861	13	80,686
Kern	13	6,085,421	12	424,745	5	2,542,033	12	16,558	4	2,610,781	8	297,372	9	193,927
Inyo	14	1,503,195	14	55,896	13	300,901	13	6,893	12	1,071,284	14	67,692	14	527
Total		296,907,978		176,721,706		25,017,860		21,879,442		39,229,236		16,288,385		16,761,249

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SAN DIEGO — SAN FRANCISCO — OAKLAND

Fresno, is really the capital of the southern portion of the San Joaquin Valley.

Kern county is by far the largest mineral producing county in the State of California. It is assuming increasing importance as a producer of cereals, hay and forage. There is also some tendency to increase

VALUE OF CROPS & LIVESTOCK IN KERN COUNTY

	1909-10	1919-20
CROPS		
Cereals	$ 500,978	$2,542,028
Other grains and seeds	13,500	16,558
Hay and forage	953,044	2,410,781
Vegetables	96,963	297,877
Fruits and nuts	169,698	424,745
All others	78,992	192,927
	$1,803,255	$6,085,421
LIVESTOCK		
Cattle	$3,051,947	$ 6,355,792
Dairy products	245,601	566,627
Horses	1,013,562	820,365
Swine	167,419	476,259
Sheep	114,127	1,548,995
Poultry and eggs	148,962	273,920
	$4,740,758	$10,035,958

the productivity of the county along horticultural lines. The city of Bakersfield is comparatively well located for the development of manufacturing.

There is every indication that the county,

KERN COUNTY

Connected Load H. P. of San Joaquin Light and Power Co.

COUNTY TOTAL

	1919	1920	1921	1922
Industrial	6,988	7,760	8,434	8,542
Agricultural	6,446	7,205	11,058	12,178
Oil	10,359	12,440	12,290	13,557
Railway	430	430	430	430
Light	13,036	14,494	15,750	17,319
Other	237	245	463	....
Total	37,496	42,574	48,355	52,026

when it is once assured of sufficient water to bring thousands of its untilled acres under cultivation, will assume an increasing important position in the economic life of California.

TULARE COUNTY

TULARE COUNTY, located in the south central portion of the San Joaquin Valley, bounded on the north by Fresno county, on the west by Kings county, on the south by Kern county, and on the east by Inyo county, is the fourth agricultural county of the State of California.

There are 3,107,840 acres in the county.

POPULATION STATISTICS TULARE COUNTY

Incorporated Cities:	1900	1910	1920
Dinuba	*	970	3,400
Exeter	....	*	1,852
Lindsay	*	1,814	2,576
Porterville	*	2,696	4,027
Tulare	2,216	2,758	3,529
Visalia	3,085	4,959	5,753
Outside incorporated cities:			
Alila township	481	747	2,079
Allinsworth township	....	....	156
Alpaugh township	....	398	594
Angiola township	119	277	317
Dinuba township (excluding Dinuba)	1,915	2,693	5,582
Ducor township (exclusive of part of Tule River Indian Reservation	....	508	2,827
Exeter township (excluding Exeter	1,037	1,453	1,596
Lemon Cove township	....	949	2,514
Lindsay township (excluding Lindsay	422	1,127	1,628
Orosi township	1,457	2,946	3,785
Porterville township (excluding Porterville)	....	....	4,026
Springville township (exclusive of part of Tule Indian Reservation)	....	617	603
Strathmore township	....	....	1,253
Tipton township	890	457	1,591
Tulare township (excluding Tulare)	1,225	2,061	4,513
Visalia township (excluding Visalia)	1,863	2,505	4,631
Tule Indian Reservation	143	143	164

*Not incorporated to date.

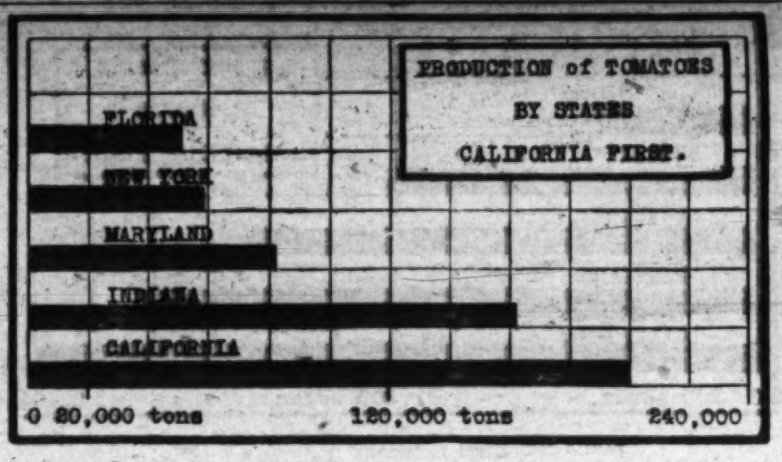
TULARE COUNTY

Connected Load H. P. of San Joaquin Light and Power Company.

COUNTY TOTAL

	1919	1920	1921	1922
Industrial	439	617	1,347	....
Agricultural	3,610	3,816	5,900	....
Light	3,362	4,077	4,423	....
Other	287	111	289	....
Total	7,356	8,621	11,979	....

making it the seventh county in size in the State of California. It was organized from a part of Kings county in 1893.



FARMS AND FARM PROPERTY IN KERN COUNTY

	1900	1910	1920
Number of farms	1,098	1,167	2,020
Land in farms—acres	1,571,106	1,403,350	1,497,045
Improved land in farms—acres	324,031	315,387	390,932
Value of farm property—			
Land in farms	$ 10,404,540	$ 23,962,202	$ 61,688,648
Farm buildings	664,120	1,252,139	4,143,236
Implements and machinery	347,640	614,028	2,090,973
Livestock on farms	2,829,825	4,576,644	9,665,277
	$ 14,246,125	$ 30,405,013	$ 76,915,646
Farm operation—			
Number			
By owners	826	846	1,566
By managers	34	58	87
By tenants	63	73	82
Acres			
By owners		372,204	631,461
By managers		952,197	639,628
By tenants		78,949	225,956

AGRICULTURAL PRODUCTION IN TULARE COUNTY

Crop		1909-10	1919-20
Corn	acres	2,527	1,725
	bushels	61,757	32,448
Wheat	acres	66,567	74,784
	bushels	761,459	782,739
Barley	acres	27,017	21,052
	bushels	553,481	529,726
Kaffir-milo	acres	10,987	15,570
	bushels	288,382	424,287
Hay	acres	91,595	103,246
	tons	138,510	247,056
Apples	bushels	28,241	71,351
Peaches	bushels	622,378	1,267,400
Pears	bushels	4,948	26,076
Plums and Prunes	bushels	639,586	703,554
Apricots	bushels	56,042	112,167
Grapes	pounds	95,037,424	230,830,306
Lemons	boxes	65,466	152,902
Oranges	boxes	758,465	2,107,974
Nuts	pounds	28,612	112,106

LIVESTOCK

	1909-10	1919-20
Cattle	104,484	92,545
Horses	22,200	20,177
Swine	38,192	60,828
Sheep	21,184	45,191

FARMS AND FARM PROPERTY IN TULARE COUNTY

	1900	1910	1920
Number of farms	2,212	4,021	6,372
Land in farms—acres	1,059,727	1,045,281	1,084,234
Improved land in farms—acres	546,259	507,024	544,598
Value of farm property:			
Land in farms	$15,893,600	$64,455,554	$167,123,963
Farm buildings	1,376,960	4,195,462	13,422,665
Implements and machinery	715,450	1,895,419	5,651,293
Livestock on farms	2,296,791	6,083,217	9,787,881
	$20,287,801	$76,539,642	$198,984,821
FARM OPERATION			
Number:			
By owners	1,629	3,307	4,949
By managers	74	218	488
By tenants	518	496	935
Acres:			
By owners	....	792,079	801,564
By managers	....	121,867	107,569
By tenants	....	131,285	175,110

Tulare county is today one of the richest and most productive of agricultural counties in the State of California and gives every indication of continuing to develop and increase its agricultural productivity in the next few years. In many respects it is still in the process of development, although having many thousands of acres of intensively cultivated land and served by progressive growing cities. It is still, however, in the position where outside financial assistance is necessary for further agricultural development and for the marketing of its important crops. It is excellently situated for securing such assistance as it is about midway between the two important marketing and financing cities of San Francisco and Los Angeles and entitled to the support of both, although it is somewhat closer to Los Angeles and consequently entitled to a somewhat greater support from Los Angeles than from San Francisco.

INYO COUNTY

INYO COUNTY, the second largest county in the State of California and the home of the headwaters of the aqueduct which supplies Los Angeles with its water, is one of the least known counties of the Pacific Southwest.

It is bounded on the east by the State of Nevada, on the north by Mono county, on the west by Fresno and Tulare counties, and on the south by San Bernardino and

TOMATO SHIPMENTS FROM SOUTHERN HALF OF CALIFORNIA

	Amount in Car Loads	Per Cent of State Total	1921 Rank
LOS ANGELES COUNTY:			
Los Angeles	440	24.80	1
San Fernando	58	3.24	6
Norwalk	13	.72	8
Wingfoot	12	.66	9
Compton	5	.28	14
Owensmouth	3	.17	16
Zelzah	2	.11	17
Redondo Beach	1	.05	18
Total	534	30.03	1
IMPERIAL COUNTY:			
Brawley	229	12.90	2
El Centro	62	3.49	4
Imperial	6	.34	13
Calipatria	4	.22	15
Calexico	1	.06	19
Total	302	16.99	2
ORANGE COUNTY:			
Fullerton	152	8.53	3
Buena Park	47	2.64	5
Atwood	20	1.12	7
Santa Ana	10	.56	11
Northam	1	.05	18
Total	230	12.90	3
SAN DIEGO COUNTY:			
La Mesa	11	.62	10
San Diego	7	.39	12
Chula Vista	1	.05	....
Total	19	1.06	4
RIVERSIDE COUNTY:			
Arlington	1	....	18
Total	1	....	5
SOUTHERN HALF OF CALIFORNIA—Total	1,086	60.98	

Kern counties. In spite of its great amount of mountain and desert country, it is nevertheless one of California's most important counties.

As its land is being brought under cultivation, this county is increasing its agricultural productivity rapidly, production running largely to fruits and alfalfa. It is also important as a live-stock county. It is an important producer of minerals and is the home of Owens Lake, which acts as the basis of the water system of the city of Los Angeles.

In addition to this big water and electric power system, it has important potentialities for the development of additional hydroelectric projects required for the fur-

(CONTINUED ON PAGE TWENTY-TWO)

POPULATION OF INYO COUNTY BY CITIES AND TOWNSHIPS

	1900	1910	1920
Incorporated Cities:			
Bishop	*	1,190	1,304
Outside Incorp. Cities:			
Township 1 (Exclusive of Bishop)	1,916	1,666	1,952
Township 2	1,162	900	988
Township 3	820	701	859
Township 4	478	1,338	907
Township 5		1,179	565
Township 6**			455
County Total	4,377	5,784	5,727
	4,377	6,974	7,031

*Not incorporated
**Organized from Townships since 1910

MINERAL PRODUCTION IN TULARE COUNTY

	AMOUNT	VALUE
Magnesite	35,305 tons	$394,169
Stone, misc.		3,486
Other minerals		190,487
Natural gas	400 M. cu. ft.	155
	Total	$588,296

CEREAL CROP PRODUCTION AND ACREAGE

County	TOTAL Rank	TOTAL Acreage	TOTAL Production Bushels	WHEAT Rank	WHEAT Acreage	WHEAT Production Bushels	BARLEY Rank	BARLEY Acreage	BARLEY Production Bushels	KAFIR, MILO, ETC. Rank	KAFIR, MILO, ETC. Acreage	KAFIR, MILO, ETC. Production
Fresno	6	75,607	1,262,028	6	27,476	406,619	2	36,252	502,488	5	5,255	152,252
Imperial	1	112,618	2,762,503	4	25,731	*543,756	6	18,225	478,051	1	65,421	1,672,089
Inyo	13	5,997	164,934	10	2,161	57,667	14	270	5,596	....	....	....
Kern	5	76,755	1,339,527	5	41,772	496,523	7	17,481	348,502	3	13,156	408,775
Kings	2	87,271	2,025,230	2	31,964	592,952	1	21,289	647,282	4	7,751	219,334
Los Angeles	3	31,238	496,218	6	11,643	96,852	11	9,023	162,142	8	2,961	58,660
Orange	12	10,291	180,487	14	2,058	25,650	12	6,137	91,165	11	149	3,719
Riverside	7	63,299	992,182	7	15,986	179,778	3	35,222	543,291	6	6,763	124,298
San Bernardino	10	14,457	262,516	12	1,730	40,299	10	4,445	183,486	7	6,208	79,038
San Diego	9	25,402	479,134	9	5,898	87,727	8	18,150	271,533	9	1,926	14,327
San Luis Obispo	4	86,128	1,548,071	1	62,777	908,260	5	16,956	527,867	12	21	525
Santa Barbara	11	16,343	240,880	11	4,481	54,819	9	5,568	251,483	13	10	94
Tulare	8	126,134	1,786,640	3	74,784	732,739	4	31,032	529,726	2	15,570	424,287
Ventura	14	7,299	91,202	13	2,655	28,612	13	3,341	47,463	10	491	8,999
Total		743,297	13,788,847		337,037	4,532,151		225,411	4,679,079		125,702	3,166,681

VALUE OF PROPERTY IN, INDEBTEDNESS OF, AND RATES OF TAXATION IN EACH COUNTY IN THE SOUTHERN HALF OF CALIFORNIA—1922

County	Number of Acres of land Assessed	Value of Real Estate	Value of Improvements on Real Estate	Value of Personal Property	Money and Solvent Credits	Value of Nonoperative Property	Value of Property Assessed on Operative Roll	Total Value of Property as Returned by Auditors	Value of Railroads as Assessed by State Board of Equalization	Grand Total of All Property	Funded Debt	Floating Debt with Estimated Interest	Total County Indebtedness	Total County Rate of Taxation on Each $100 (No State Rate) Inside	Outside
Fresno	2,178,000	$ 95,697,310	$ 40,483,560	$ 25,348,393	$ 665,389	$ 163,184,567	$ 9,671,755	$ 172,056,322	$ 14,450,563	$ 186,506,885	$ 4,800,000		$ 4,800,000.00	$2.44	$2.84
Imperial	1,192,658	28,860,639	6,200,292	6,620,981		41,621,912	3,622,616	45,244,530	5,280,876	50,525,406	1,500,000	$ 8,630.26	1,508,630.26	1.67	2.07
Inyo	2,9,411	6,655,692	2,176,081	1,887,095	19,550	10,738,968	1,652,940	12,391,908	5,765,671	18,157,579				1.05	2.00
Kern	2,575,576	107,758,590	17,253,300	27,619,470	145,900	152,777,160	12,575,045	165,352,205	18,112,532	183,465,737	2,405,000		2,405,000.00	1.10	1.40
Kings	847,523	16,391,475	4,068,265	3,197,210		23,676,950	807,227	24,544,077	3,783,341	28,297,418	438,000		438,000.00	2.47	3.07
Los Angeles	1,983,235	684,214,585	388,560,940	244,343,104	22,428,867	1,319,557,496	220,981,140	1,540,538,636	35,279,531	1,575,818,167	2,705,000	907,329.80	3,612,329.80	1.31	3.12
Orange	444,377	63,108,300	20,233,295	44,026,670	80,020	126,448,295	7,135,175	143,583,470	7,831,736	151,415,206	1,400,000		1,400,000.00	1.50	1.90
Riverside	1,751,415	23,003,100	11,125,270	4,037,530	4,050	38,705,950	3,126,950	41,897,780	11,965,449	53,863,649	1,230,000		1,230,000.00	2.58	3.13
San Bernardino	2,407,158	30,072,450	17,504,580	6,510,065	20,895	54,716,960	9,949,645	64,666,635	29,714,221	94,380,856	1,750,000	180,000.00	1,930,000.00	3.05	3.65
San Diego	1,212,747	55,089,580	14,522,148	21,880,770	1,231,169	92,773,667	6,186,925	98,960,592	3,610,411	92,571,033	3,004,000		3,004,000.00	1.96	2.71
San Luis Obispo	1,666,235	30,137,330	4,958,495	8,895,123		33,990,948	1,008,923	34,999,471	3,816,946	38,816,317	1,546,000		1,546,000.00	1.87	2.30
Santa Barbara	1,070,628	27,780,350	12,316,445	11,319,790	3,200	51,419,385	2,562,115	54,001,940	4,238,292	60,290,192	240,000		240,000.00	1.70	2.20
Tulare	1,492,469	41,631,020	15,555,715	8,176,660	11,250	66,674,455	3,480,130	73,474,585	11,168,695	83,643,280	2,200,000		2,200,000.00	2.49	3.00
Ventura	806,137	34,518,035	8,348,901	4,235,996	7,300	47,199,732	1,780,200	48,956,060	1,474,135	50,430,195	1,818,000		1,818,000.00	1.85	2.25
TOTAL	19,207,547	$1,236,008,456	$543,735,727	$403,178,102	$24,617,330	$2,272,549,635	$286,717,996	$2,559,267,631	$187,493,299	$2,746,760,930	$25,141,000	$1,095,959.26	$26,236,959.26		

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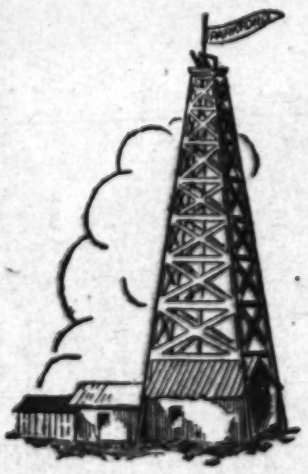
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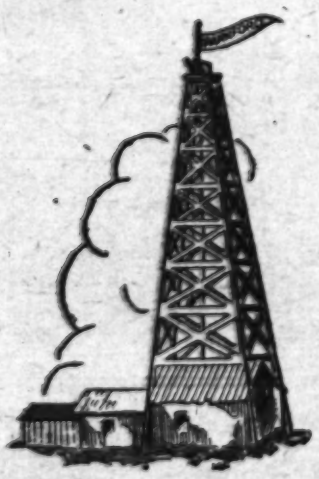
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INYO COUNTY

(Continued from Page 21)

ther growth of the industry of the Pacific-Southwest.

An evidence of its prosperity is found in the fact that its $200,000 Courthouse is being paid for out of taxes without a bond issue.

The most important city in the county is Bishop in the northern end of Owens Valley, which is an important center for the agricultural and mineral producing districts of that territory.

AGRICULTURE PRODUCTION IN INYO COUNTY

CROP PRODUCTION

	1909-10	1919-20
Corn—acres	1,883	3,252
Corn—bushels	57,917	92,694
Oats—acres	573	314
Oats—bushels	28,875	8,078
Wheat—acres	1,715	2,161
Wheat—bushels	50,858	57,667
Barley—acres	678	270
Barley—bushels	19,381	5,595
Dry edible beans—acres	70	20
Dry edible beans—bushels	1,055	193
Hay—acres	16,209	17,885
Hay—tons	43,605	52,579
Potatoes—acres	326	182
Potatoes—bushels	52,894	19,101
Sugar beets—acres	....	13
Sugar beets—tons	....	33
Apples—bushels	35,430	16,728
Peaches—bushels	5,037	5,850
Pears—bushels	2,676	3,198
Plums and prunes—bushels	1,845	500
Apricots—bushels	416	7
Grapes—pounds	292,750	303,600
Nuts—pounds	2,170	300
LIVESTOCK		
Cattle	20,308	25,453
Horses	5,032	3,682
Swine	3,355	4,357
Sheep	43,346	43,542

VALUE OF CROPS AND LIVESTOCK IN INYO COUNTY

Crops

	1909-10	1919-20
Cereals	$156,416	$300,901
Other grains and seeds	3,496	6,893
Hay and forage	252,610	1,071,284
Vegetables	57,314	67,692
Fruits and Nuts	44,047	53,898
All others	18,760	527
Total	532,643	1,503,195
LIVESTOCK		
Cattle	482,853	1,579,523
Dairy products	69,308	95,064
Horses	453,277	300,277
Swine	21,631	89,451
Sheep	156,319	515,521
Poultry and eggs	67,836	55,315
Total	1,224,985	2,635,351

MINERAL PRODUCTION IN INYO COUNTY

	Amount	Value
Copper	144,286 lbs.	$ 26,549
Gold		55,634
Lead	4,612,338 lbs.	368,987
Silver		258,929
Soda	23,132 tons	933,023
Other minerals		2,214,008
Stone, misc.		32,270
Total		$3,889,400

KINGS COUNTY

KINGS COUNTY, primarily important because of its diversified agriculture, is located in the southwestern portion of the central section of the San Joaquin Valley and is bounded on the north by Fresno county, on the west by Fresno and Monterey counties, on the south by Kern county and on the east by Tulare county.

It is one of the most intensively cultivated counties in the State, and this intensive state of cultivation is even greater than might be supposed from comparison of the size of the county with the amount of farm acreage, because Tulare Lake, located in the county, will cover close to 100,000 acres.

POPULATION STATISTICS

Kings County

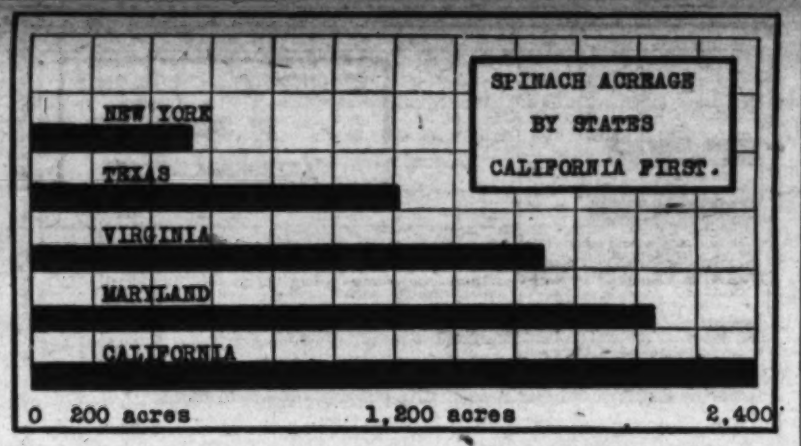
	1900	1910	1920
Incorporated Cities:			
Corcoran	*	*	1,101
Hanford	2,929	4,329	5,588
Lemoore	*	1,000	1,355
Outside Incorporated Cities:			
Armona township	†	2,177	2,226
Corcoran township (Excluding Corcoran)	†	1,003	849
Craighill township	†	†	248
Hardwick township	†	†	822
Lemoore township	1,772	2,852	3,772
Lucerne township (Excluding Hanford)	4,018	4,369	3,516

*Not incorporated.
†Comparative figures not obtainable due to change in boundaries.

AGRICULTURE PRODUCTION IN KINGS COUNTY

CROP PRODUCTION

Corn—acres	2,274	4,443
Corn—bushels	43,688	193,811
Wheat—acres	8,684	51,984
Wheat—bushels	141,978	892,852
Barley—acres	19,287	21,289
Barley—bushels	402,432	647,282
Kafer—acres	2,931	7,751
Kafer—bushels	95,010	219,334
Hay—acres	57,749	42,942
Hay—tons	158,306	93,793
Apples—bushels	8,507	12,208
Peaches—bushels	803,627	922,242
Pears—bushels	8,007	10,587
Plums & Prunes—bushels	258,851	117,170
Apricots—bushels	234,147	420,107
Grapes—pounds	91,434,166	96,843,096
Nuts—pounds	38,295	44,517
LIVESTOCK		
Cattle	74,975	41,863
Horses	11,473	8,614
Swine	40,633	34,195
Sheep	62,374	41,605



FARMS AND FARM PROPERTY IN INYO COUNTY

	1900	1910	1920
Number of farms	424	438	521
Land in farms—acres	141,059	110,142	140,029
Improved land in farms—acres	43,740	38,698	39,904
Value of farm property:			
Land in farms	$1,584,750	$5,210,586	$10,621,080
Farm buildings	317,060	558,740	1,235,175
Implements and machinery	95,590	189,810	492,558
Livestock on farms	574,229	1,153,767	2,596,985
	2,756,852	7,262,181	14,126,252
Farm operation:			
Number—			
By owners	352	361	419
By managers	9	4	20
By tenants	63	73	82
Acres—			
By owners	.....	68,256	86,548
By managers	.....	10,760	40,290
By tenants	.....	31,126	13,191

FARMS AND FARM PROPERTY IN KINGS COUNTY

	1900	1910	1920
Number of farms	932	1,837	2,171
Land in farms—acres	387,805	373,823	505,553
Improved land in farms—acres	242,148	196,569	259,639
Value of Farm Property:			
Land in farms	$3,420,410	$26,007,591	$56,192,752
Farm buildings	811,920	2,145,975	4,143,226
Implements and Machinery	348,330	654,971	2,945,635
Livestock on farms	1,341,247	4,503,755	4,618,882
	$5,921,907	$33,312,292	$67,900,505
FARM OPERATION			
Number—			
By owners	654	1,391	1,558
By managers	44	56	72
By tenants	243	390	540
Acres—			
By owners		202,731	289,109
By managers		69,199	104,416
By tenants		101,893	112,028

BANKING RESOURCES IN KINGS COUNTY

(All figures to nearest $1,000)

June 30th	1917	1918	1919	1920	1921	1922	1923
Capital	$ 655	$ 675	$ 700	$ 800	$ 800	....	....
Surplus and Profits	643	644	737	946	725	....	....
Deposits	5,338	5,892	6,685	8,663	7,592	....	....
Loans and Discounts	4,527	5,436	5,694	8,112	7,784	....	....
Total Resources	6,924	7,707	9,108	11,526	10,575	....	....

RECORD OF HIGHWAY CONSTRUCTION

The mileage of highways in Southern California by counties, completed to May, 1922, is as follows:

COUNTY	PAVED: County	PAVED: State	Total Paved State and County	Secondary Roads	Total of All Classes
Imperial	43.00	81.54	124.54	3,000.00	3,124.54
Inyo	.....	16.30	16.30	923.00	939.30
Kern	145.90	88.67	234.57	2,180.00	2,414.57
Los Angeles	438.85	196.45	635.30	3,779.00	4,414.30
Fresno	184.09	55.44	239.53	3,935.47	4,175.30
Kings	108.68	21.50	130.18	800.00	930.18
Orange	173.78	43.09	216.87	750.00	966.87
Riverside	159.40	68.79	228.19	1,509.00	1,737.19
San Bernardino	235.00	80.02	315.02	3,475.00	3,790.02
San Diego	70.00	87.30	157.30	4,173.00	4,330.30
San Luis Obispo	50.00*	74.93	124.93	1,353.00	1,477.93
Santa Barbara	108.00	78.41	186.41	1,143.00	1,329.41
Tulare	241.00	61.48	302.48	3,304.00	3,606.48
Ventura	151.00	42.90	193.90	600.00	793.90
	2,108.70	996.82	3,105.52	30,924.47	34,029.99

(*Approximate quantity for San Luis Obispo County.)

MILES OF PAVED ROADS IN CALIFORNIA: State, 2,259.55; county, 4,200.00. Making a total of 6,459.55. TOTAL OF PUBLIC ROADS IN STATE, 70,000.00 miles.

VALUE OF CROPS & LIVESTOCK IN KINGS COUNTY

CROPS

	1909-10	1919-20
Cereals	$ 550,869	$ 3,797,094
Other grains & seeds	20,704	5,784
Hay and forage	1,171,101	2,022,372
Vegetables	140,127	63,522
Fruits and nuts	1,219,568	5,957,274
All others	77,735	84,313
	$3,180,114	$11,940,369
LIVESTOCK		
Cattle	$2,481,281	$2,542,043
Dairy products	834,251	1,968,883
Horses	1,256,415	730,103
Swine	295,301	516,949
Sheep	233,005	458,138
Poultry and eggs	248,495	425,968
	$5,348,748	$6,642,084

MINERAL PRODUCTION IN KINGS COUNTY

	Amount	Value
Natural gas	2,765 M.cu.ft.	$ 1,250
Quicksilver	436 Flasks.	28,620
TOTAL		$29,870

KINGS COUNTY

Connected Load H. P. of San Joaquin Light and Power Company.

County Total

	1919	1920	1921	1922
Industrial	$1,878	$ 703	$ 883	$1,074
Agricultural	3,954	4,230	4,494	4,782
Oil	.....	.....	75	100
Light	1,544	1,724	1,778	1,562
Other	133	136	128	.....
	$7,509	$6,793	$7,358	$7,518

IRRIGATION IN SOUTHERN HALF OF CALIFORNIA BY COUNTIES

COUNTY	AREA: Area Irrigated: Rank	AREA: Area Irrigated: Acres	AREA: Area Enterprises Capable of Irrigation: Rank	AREA: Area Enterprises Capable of Irrigation: Acres	CAPITAL: Capital Investment—1920: Rank	CAPITAL: Capital Investment—1920: Amount	CAPITAL: Final Cost Existing Enterprises: Rank	CAPITAL: Final Cost Existing Enterprises: Amount	AVERAGE COST PER ACRE: On Existing Operations	AVERAGE COST PER ACRE: On Completion of Project
Fresno	1	547,587	1	838,048	7	$ 8,067,930	6	$ 9,249,614	$ 9.63	$ 8.42
Imperial	2	415,304	3	457,815	3	14,223,585	4	14,323,585	31.07	26.98
Tulare	3	398,662	2	658,386	4	12,529,432	5	12,973,985	19.03	16.97
Los Angeles	4	248,412	6	319,368	1	21,038,616	1	22,271,909	65.88	63.83
Kern	5	222,593	5	329,773	2	18,419,752	2	18,529,815	55.86	39.59
Kings	6	187,963	4	376,966	10	2,989,358	10	4,362,178	10.58	8.02
Riverside	7	106,212	7	128,788	5	12,473,520	3	14,796,951	96.85	65.20
San Bernardino	8	105,306	8	120,796	6	8,758,603	7	8,938,516	72.94	48.57
Orange	9	87,330	9	102,076	8	6,501,903	8	6,758,018	63.70	59.79
Inyo	10	74,958	10	79,771	11	2,487,561	11	2,607,111	31.18	26.60
Ventura	11	31,716	11	35,875	13	965,667	13	965,667	75.01	60.43
San Diego	12	24,996	13	32,148	9	4,948,939	9	5,592,954	153.94	81.77
Santa Barbara	13	16,835	12	34,466	12	1,418,022	12	1,498,233	41.21	39.64
San Luis Obispo	14	5,302	14	10,872	14	304,119	14	317,729	27.97	28.30
Total		2,473,381		3,525,032		$116,107,007		$124,485,363	$47.35	$35.31

becoming increasingly important in the productivity of the State of California.

The city of Hanford is the center of the economic life of the county and gives promise of becoming increasingly important. The city of Fresno, which is tending to become the agricultural center of the San Joaquin Valley, is at present the most important outside center for the financing of the agricultural productivity of Kings county, but as Fresno is located in the center of a developing community and must itself receive financial assistance in its development from other sections, Kings county is in a position where it may look to the city of Los Angeles as an important center for the financing of development along agricultural lines and the movement of its crops, either directly or through indirect assistance given to Kings county from Fresno.

HIGHWAYS

ANY discussion of the economic life of the Pacific-Southwest without consideration of the highway system of California would be incomplete, as this system has probably done as much toward the development of the life of this territory and the breaking down of sectional barriers as any other single factor.

The State Highway system of California is unexcelled. When the roads under construction at present are completed, the State will have a total of 4084 miles of paved highway which has been financed through the issuance of highway bonds of long maturity.

The registration of motor vehicles in California has grown from approximately 35,000 in 1912 to 830,000 in 1922. The combination of better motor vehicles and improved highways has probably trebled the average per vehicle during this period, so that California's motor vehicle traffic, 75 per cent of which is carried by the highway trunk lines, is probably seventy times as great as twelve years ago.

Through these highways, a direct saving is found in marketing the products of the State, the cost of hauling on the State Highway trunk line being approximately one-third of the cost over dirt roads.

Further, the agricultural productive areas have been increased because of this system, particularly in the case of perishables, such as garden truck, because of the greater accessibility of markets. In fact, the county highway systems have been financed and built upon the showing that reduced costs of agricultural crop movements, due to the existence of the highways, would pay the principal and interest of the highway during its life.

There is very definite relationship between efficient highways and high civic ideals in other things. The reaction of civic pride to the impression made by the communities upon an increasing number of visitors has started a general movement for civic betterment, which is bearing tangible results.

Beyond this, the highways have been responsible in a large way for the development of a co-operation between communities that was unknown before.

POPULATION OF SANTA BARBARA COUNTY BY CITIES AND TOWNSHIPS

	1900	1910	1920
Incorporated towns:			
Lompoc	972	1,482	1,876
Santa Barbara	6,587	11,630	19,441
Santa Maria	*	2,289	3,943
	7,559	15,401	25,260
Outside incorporated towns:			
Township 1	3,619	2,477	2,171
Township 2 (exclusive of city of Santa Barbara)	609	0	0
Township 3	1,610	1,895	2,100
Township 4	1,469	1,388	1,725
Township 5 (exclusive of city of Lompoc)	2,477	1,502	1,456
Township 6	1,565	1,164	583
Township 7 (exclusive of city of Santa Maria)	1,658*	1,110	2,001
Township 8	277	850	575
Township 9	913	895	764
Township 10	1,580	1,056	0
	15,837	12,337	11,375

*Santa Maria unincorporated in 1900. Population included in "Outside incorporated towns."

Van Nuys Hens' Output

Sixty million eggs is the estimated present yearly production of the Van Nuys poultry colony, and the value of the eggs turned out by the busy biddies is about $1,500,000.

Advertisements—Business Announcements, Enterprises, Real Estate, Commerce.

[Under this General heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature and responsibility for which are shown in the notices themselves.]

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"REALTY-INSURANCE-FINANCIAL AGENTS"



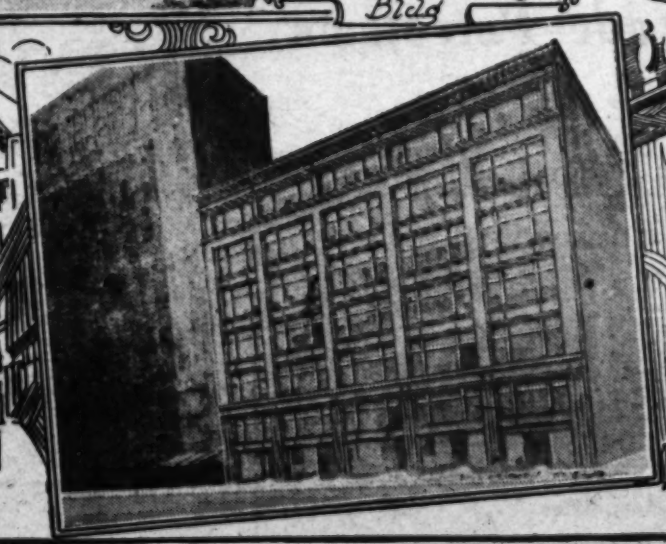
Loews State Bldg



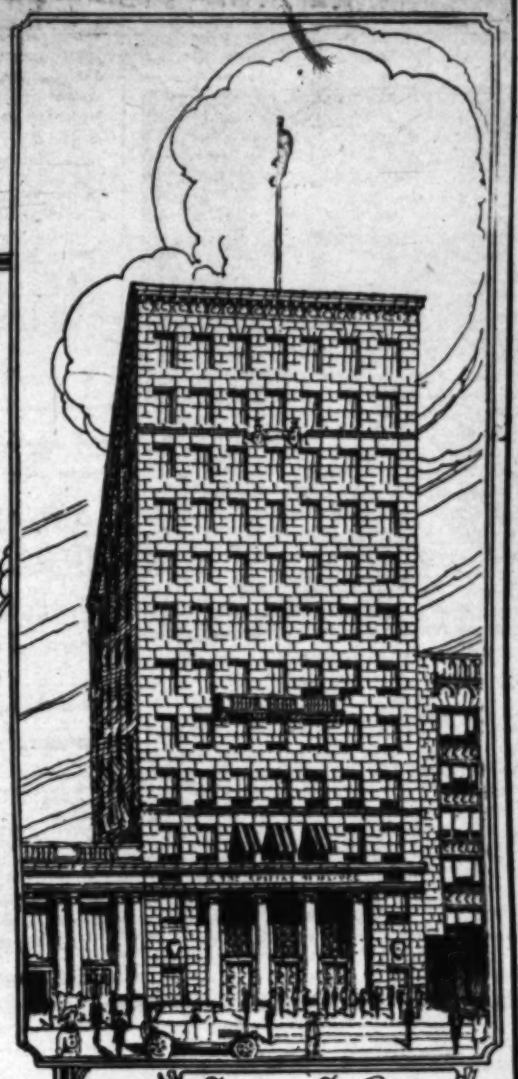
Francesca Apts.



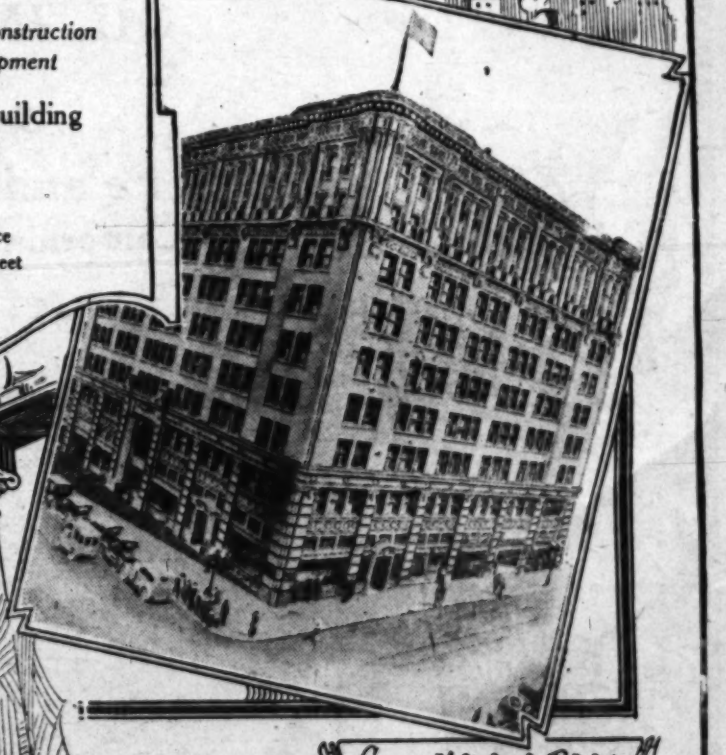
Jewelers Exchange Bldg



Arcade Department Store



Spring St. Bldg.



Consolidated Bldg

Notice

To Industrial and Manufacturing Concerns!

We will buy property and erect factories, warehouses and mercantile buildings in the industrial or downtown section and will lease these completed buildings to the various firms interested, or sell the buildings to responsible firms on long terms.

Any firms desiring new buildings or additional space should communicate with us immediately.

A. C. Blumenthal and Company, Inc.

Specialists in Leasing, Construction and Property Development

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Phone Pico 4500
Los Angeles

San Francisco Office
105 Montgomery Street

INDEX TO ENCYCLOPEDIA SECTION

This section was compiled by the Los Angeles Times and E. H. Tucker, Director of Research of the First National Bank and Pacific-Southwest Trust and Savings Bank, and includes information furnished by Dr. Ford A. Carpenter and other departments of the Los Angeles Chamber of Commerce. A large percentage of the statistics and analyses was compiled by Mr. Tucker.

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FACTS ABOUT LOS ANGELES

The following data have been compiled by the Los Angeles Chamber of Commerce:

Every twenty minutes a new building is completed in Los Angeles.

Los Angeles district pays more Federal income tax per capita than any other section of the United States?

The Union Pacific Railroad is planning a $1,000,000 industrial development project.

A direct ship line between Los Angeles and Hawaii, with semimonthly service, has been inaugurated.

The Chamber of Commerce, on its thirty-fourth birthday, led the United States in size.

The population of Los Angeles is growing at the rate of more than 100,000 each year.

Los Angeles' building operations for the first eight months of 1922 were greater than the four next largest Pacific Coast cities combined.

Recent oil fields opened up have made Southern California the greatest oil-producing district in the world?

Los Angeles' great coliseum is being completed in time for the preliminary Olympic games in 1923.

Los Angeles is second only to New York in the payment of amusement taxes.

Los Angeles is being advertised by forty-one different films being shown in the United States and the Far East by the Chamber of Commerce.

The municipal docks alone in Los Angeles Harbor handled 820,883 tons of freight in September, compared with approximately 350,000 in September of last year, an increase of about 150 per cent in one year.

Los Angeles recently voted the second largest school bond issue ever floated in America—$17,500,000.

More than $60,000,000 was spent for industrial expansion in Los Angeles last year.

More than 130 barrels of oil are brought to the surface annually in Southern California for every man, woman and child in Los Angeles.

The lumber coming into Los Angeles Harbor annually will build homes enough to line a street 246 miles long on both sides, on fifty-foot lots.

The Chamber of Commerce distributes data over the world at the rate of more than 1,000,000 pieces each year.

Chicago capital has purchased 300 acres of land in Los Angeles for industrial development, representing an ultimate expenditure of $25,000,000.

Within the city limits of Los Angeles are 511 miles of electric railway line.

More than 130,000 persons are employed in industries in Los Angeles.

One million, seventy-five thousand square feet of floor space were added to the industrial area of Los Angeles' factories during last year, which would make a single building 100 feet wide and three and one-third miles long.

DECIDUOUS FRUIT ACREAGE IN SOUTHERN HALF OF CALIFORNIA BY VARIETIES

COUNTY	APPLES Bearing Rank	APPLES Bearing Average	APPLES Non-Bearing Rank	APPLES Non-Bearing Average	PEACHES Bearing Rank	PEACHES Bearing Average	PEACHES Non-Bearing Rank	PEACHES Non-Bearing Average	PEARS Bearing Rank	PEARS Bearing Average	PEARS Non-Bearing Rank	PEARS Non-Bearing Average	APRICOTS Bearing Rank	APRICOTS Bearing Average	APRICOTS Non-Bearing Rank	APRICOTS Non-Bearing Average
Total		14,415		5,944		57,296		8,362		6,937		6,701		23,693		8,906
Los Angeles	11	255	10	180	11	1,000	11	1,010	10	60	10	47	13	1,750	11	404
Orange	10	3,250	9	571	10	4,631	10	1,222	9	676	9	2,804	12	1,501	10	227
Riverside	9	4,983	8	699	9	3,070	9	1,137	8	2,228	8	648	11	4,840	9	964
San Bernardino	8	2,242	7	1,056	8	4,631	8	1,556	7	1,500	7	365	10	2,569	8	2,544
San Diego								2,601		556			9	6,184	7	2,013
Santa Barbara								388					8	2,500	6	2,560
Ventura	12	1,105	11	1,056	12	25,150	12	1,010	11	174	11	47	14	5,750	12	404
Imperial						5,139		1,222		245		78		1,501		227
Kern						5,946		1,137		2,228		2,804		4,840		444
Kings						1,556		1,556		556		648		2,569		2,544
Tulare						2,601						365		6,184		2,013
Fresno						388				1,500				2,500		2,560
Inyo	13	917	12	699	13	6,160	13	1,222	12	60	12	497	15	7,102	13	2,560
Kings																
Monterey																
San Luis Obispo																
Santa Barbara																
Santa Clara																
Santa Cruz																
San Benito																
San Mateo																
Alameda																
Contra Costa																
Solano																
Napa																
Sonoma																
Mendocino																
Lake																
Humboldt																
Del Norte																
Trinity																
Shasta																
Siskiyou																
Modoc																
Lassen																
Plumas																
Sierra																
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Placer																
Yuba																
Sutter																
Butte																
Glenn																
Colusa																
Yolo																
Mariposa																
Madera																
Amador																
Calaveras																
Tuolumne																
Alpine																
Mono																

COUNTY	PLUMS Bearing Rank	PLUMS Bearing Average	PLUMS Non-Bearing Rank	PLUMS Non-Bearing Average	PRUNES Bearing Rank	PRUNES Bearing Average	PRUNES Non-Bearing Rank	PRUNES Non-Bearing Average	CHERRIES Bearing Rank	CHERRIES Bearing Average	CHERRIES Non-Bearing Rank	CHERRIES Non-Bearing Average	FIGS Bearing Rank	FIGS Bearing Average	FIGS Non-Bearing Rank	FIGS Non-Bearing Average	OLIVES Bearing Rank	OLIVES Bearing Average	OLIVES Non-Bearing Rank	OLIVES Non-Bearing Average
Total		3,371		1,921		11,598		6,160		1,196		449		6,961		19,543		14,570		8,826
Los Angeles	10	1,000	10	600	8	210	8	291	5	77	5	33	4	3,235	1	15,757	11	240	11	714
Orange	9	1,269	9	435	6	6,161	6	2,885	4	97	4	159	5	2,251	2	2,511	9	2,531	9	3,443
Riverside	8	432	8	150	7	273	7	75	3	201	3	22	3	283	3	150	8	2,123	8	1,175
San Bernardino	11	294	11	90	10	111	10	112	6	407	6	196	6	117	4	1,500	7	2,337	7	1,182
San Diego	10	60	10	25	9	543	9	137	8	28	8	14	7	67	5	1,500	6	2,500	6	1,500
Santa Barbara	12	186	12	75	11	850	11	250	9	40	9	20	8	141	6	1,500	5	2,500	5	1,500
Ventura	13	60	13	110	12	313	12	9	10	28	10	19	9	78	7	1,500	10	2,500	10	1,500
Imperial						172		1,000					10	10	8	1,500	4	2,500	4	1,500
Kern						815		236									3	2,500	3	1,500
Kings						440											2	2,500	2	1,500
Tulare																	1	2,500	1	1,500
Fresno																				
Inyo																				
Kings																				
Monterey																				
San Luis Obispo																				
Santa Barbara																				
Santa Clara																				
Santa Cruz																				
San Benito																				
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Madera																				
Amador																				
Calaveras																				
Tuolumne																				
Alpine																				
Mono																				

INYO COUNTY
(Continued from Page 21)

ther growth of the industry of the Pacific Southwest.

An evidence of its prosperity is found in the fact that its $200,000 Courthouse is being paid for out of taxes without a bond issue.

SPINACH ACREAGE
BY STATES
CALIFORNIA FIRST.

NEW YORK
TEXAS

A. C. Blumenthal & Co., Inc.
REALTY-INSURANCE-FINANCIAL AGENTS

Advertisements—Business Announcements, Enterprises, Real Estate, Commerce.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature and responsibility for which are shown in the notices themselves.]

California Milk Producers' Association

CONTENDING that a co-operative organization cannot live for itself alone, Mr. T. H. Brice, secretary and manager of the California Milk Producers' Association, holds that it must scrupulously fulfill its public or social relationship to its own members. His position is well taken because the association which he manages has over 600 actual shippers and its membership increases steadily year by year.

The outstanding aim of the California Milk Producers' Association, Incorporated, which was formed in June, 1915, has constantly been to bring about a better standard and quality of milk and a more uniform distribution of the product in Los Angeles and Southern California. Composed of actual producers of milk, the association is co-operative in every sense of the word. The present splendid membership has been increased since organization some eight years ago with something like 100 members. The larger ranches in the association scattered over Los Angeles, Orange, Riverside and San Bernardino counties are equipped with up-to-date cooling plants to which the freshly drawn milk is conveyed. By keeping the milk stored at the proper temperature, the increase of bacteria that is common with all freshly drawn milk is prevented. If the milk is found after shipment to be below grade, a field man is sent to the ranch to ascertain the cause and aid in the elimination.

In order to keep the milk sweet and pure, as is demanded of grade A milk, it is necessary to reduce it to a temperature of from between forty to fifty degrees Fahrenheit and maintain it at that temperature until it is shipped to the distributors.

The affairs of the association are carefully supervised by a very competent board of directors, together with its officers. General offices are maintained at 1565 South Main street, Los Angeles. A commodious warehouse is located at 2101 East Thirty-eighth street, while a very conveniently located laboratory for making bacteriological tests is maintained in a building at Eighth street and Towne avenue.

About two and a half years ago, the association found it necessary to incorporate the Dairymen's Feed and Supply Company for the purpose of handling feed and supplies. Shortly following this expansion, a certain fund was set aside for advertising purposes to combat substitutes for milk which were being widely advertised at that time. Records of the association since show that this advertising campaign produced the most gratifying results. It is further interesting to note that the advertising campaign was carried on almost entirely in newspapers.

The California Milk Producers' Association, as a co-operative organization, is a very important factor in reducing the cost of living, as well as insuring the producers a fair price for their product. These figures will give an idea of the business transacted by the association annually:

Milk produced, in excess of 65,000,000 pounds, representing approximately $3,500,000 in value. The increase in volume of milk handled one year over another averages about 50 per cent. The cost year by year to do business averages below 2 per cent.

The association at all times impresses upon its members the necessity of producing grade-A milk. Since its formation, it has succeeded in producing better milk and the herds are better housed and cared for. Correct methods of feeding, milking and caring for the milk have been introduced and are most zealously maintained.

Daily shipments, averaging better than 350,000 pounds of milk, are made to Los Angeles creameries, all of which are purchasers and distributors of association milk.

Manager Brice makes no bones in stating that the future of the association rests not only upon the ability with which members handle their business problems, but upon how well they meet the present vital questions which are leading to world-wide social and economic unrest.

Southern California's Exclusive Milk Bottle Factory

THE West Coast Glass Company is not only the largest institution of its character on the Pacific Coast, but it is the only exclusive milk bottle manufacturing plant in California. Established in 1918 this company began manufacturing milk bottles and tumblers. During the first year, milk bottle production was rather limited as the company worked out plans to bring its product to the highest state of perfection. During July, 1919, the creameries and milk bottle users in the territory from Santa Barbara to San Diego were notified by the company that its plant was ready to deliver milk bottles as good as the best manufactured anywhere in the United States. Also at that time the management decided to abandon diversification in manufacture and make only milk bottles.

Since the step was taken, the plant of the West Coast Glass Company has kept steady growth with its territory served until today the capacity is 300 cars annually, or something like a daily output of 30,000 milk bottles. The location of the plant, which covers some three and one-half acres of ground, is in the industrial district of Greater Los Angeles in Vernon on Slauson avenue near Boyle. Abundant storage-space is maintained and storage is furnished for bottles which are not needed for immediate delivery. The tanks and machinery of the company are perfected to the very highest degree to take care of the highly specialized output of the plant.

From inception the plant of the West Coast Glass Company has been managed by Mr. William Carter, Jr. The latter has built the operations to a point where 100,000 square feet are needed to take care of the splendid annual output of the company and the institution is filling a much-needed want of the various creameries and milk bottle users of Southern California.

FORD ALEXANDER, "THE SHOOTER"

Shooting oil wells is a precarious business yet in ten years of oil well shooting, in which he has handled nearly a million pounds of high explosives, Ford Alexander has not had a casualty, all of which shows the training of his crews, and the care and experience with which he handles giant powder.

Using patented detonators, and torpedoes and shooting methods on which patents are applied for, Mr. Alexander also has an insurance plan, protecting his clients from damages resulting from premature explosions.

Triple detonation and sand tamping insure against damage to casing above the shot.

Mr. Alexander also has methods for underreaming, loosening casings and drill pipe, extinguishing well fires, cementing wells, sidetracking, straightening holes and for production.

The firm has branch offices at Taft, Coalinga, Whittier and Huntington Beach, Cal. Headquarters are at 416 Higgins Building, Los Angeles.

Those who have wells to shoot have long since recognized that they take no chance of premature explosions, accidents to life and limb, and wreckage of valuable oil property when Ford Alexander is "shooting."

CALIFORNIA FIREPROOF DOOR COMPANY

More and more builders are realizing that the best insurance is found in fireproof construction—hence the California Fireproof Door Company's business is constantly increasing. Builders now know the drawn metal doors of this company are essential to sound fireproof construction.

The company has taken its place among leading manufacturers of drawn metal doors on the Pacific Coast. Although the company's business is entirely with architects and contractors, anyone interested in Class A, fireproof construction should inspect its product at 1931 South Los Angeles street.

An ever-growing percentage of the new buildings in Los Angeles are equipped with this firm's doors. Among them are the Pacific Mutual Building at Sixth and Grand, the Pacific Finance Building at Sixth and Olive, the Los Angeles Railway Building, the Edison Building in which Grauman's Theater is housed, the Orpheum Theater, the Pantages Theater and Office Building, and Loew's Theater. Anyone inspecting almost any of the new Class A buildings now under construction in the city will find California Fireproof Door Company's doors.

FULLERTON OIL COMPANY

With 425 acres in the Fullerton-Whittier field, 537 acres under lease in other districts, and valuable leases in Wyoming, the Fullerton Oil Company confines its activities to oil production. By conservative management the company has been able to pay unusually large returns on a small invested capital. The company was incorporated in 1900 for $600,000. Four years later the first dividend was paid and since that time the stockholders have received over $2,000,000.

In addition to paying dividends the company sets aside a considerable sum for development and acquiring additional properties, drilling and permanent improvements. This is a fixed annual policy.

The Fullerton Oil Company is, practically speaking, a closed corporation. The stockholders, few in number, believe in development along conservative lines and confine their activities entirely to established fields.

The officers and directors of the company are: W. L. Valentine, president; W. F. Ball, vice-president; H. M. Marple, secretary; W. A. Baker, H. M. Dalley, and H. W. O'Melveny, directors.

D. ZELINSKY & SONS

Well settled in new and larger quarters at No. 230 West Fifteenth street to which they removed in May from No. 729 West Ninth street, D. Zelinsky & Sons, Painters and Decorators, are doing business on a bigger scale than ever. Specializing in painting and decorating of the highest class, this firm carries a staff of from forty-five to sixty experts on decorative and color work.

The firm has special artists for mural decorating, and gives free advice as to plans and schemes for decorative work. Estimates are furnished free.

This firm's work is to be found in some of the most imposing buildings in the country, including the Terminal Group of Warehouses, Merchants National Bank, Citizens' National Bank, Robinson's Department Store, Ambassador Hotel, Los Angeles; the Standard Oil office building, Bakersfield; Marine Base, San Diego; Santa Rita Hotel, Tucson, Ariz.; El Paso High School, El Paso, Texas; Masonic Temple, San Francisco; University of California Hospital, San Francisco; Beresford Country Club, San Mateo; County Courthouse, Sacramento; Liberty Theater, Fresno; Loew State Theater, Junior Orpheum Building, Union Bank Building, and Bank of Italy buildings, Los Angeles, University Club, L. A., and numerous other structures of like character.

NEIL FINKELSTEIN

Dealing in all kinds of scrap materials for foundries and handling in addition a full line of sterilized wiping rags for machinery, the Neil Finkelstein Company has won its way into the foremost ranks of the concerns of its character in Southern California.

The firm has been continuously in business in Southern California since 1890. It buys cast-off materials from large corporations, in turn selling these materials directly to manufacturers. It is also one of the largest dealers in Southern California supplying pig and calking lead to plumbers.

The company has occupied the same location for the past fifteen years, having its headquarters at 114½ North San Pedro street. The telephone number is Broadway 194.

THE PROFESSION OF NURSING



H. P. Barton, M.D., president of Clara Barton Hospital, believes, if the advantages of the nursing profession were more generally understood, the hospitals would be unable to accommodate the applicants. He contends very justly, the question is often asked by young women, who are about to start out in life, "What am I going to do to prepare myself for life's struggle, that will be as agreeable as possible and at the same time the most remunerative?"

No profession offers the woman better opportunities today than that of nursing. For instance, with State supervision of the training schools, the limitation of the hours of duty that a pupil shall work, together with various other restrictions, makes nursing one of the most simple of all professions. Then, too, nursing can be acquired at almost no expense to the pupil. Good board, room and laundry and a small compensation sufficient to buy books and all necessary things, are furnished and in the final analysis the degree of R. N. (Registered Nurse) is acquired. The degree may be obtained in two years and four months' time. The young woman can then command a salary of from $35 to $60 per week, with room and board. Of even greater importance, she is able to render help to suffering humanity through the honorable profession of nursing.

KING MACHINE AND MFG. CO.

Occupying ground space covering better than a quarter of an acre, with general offices at No. 1171 East Thirty-Second street, Los Angeles, the King Machine and Manufacturing Company designs and builds special machinery of every character. Established in 1910, the business is conducted entirely under supervision of Mr. F. R. Galbreath, its owner. The machine shop is superintended by a competent engineer, Mr. Harry V. Hunt.

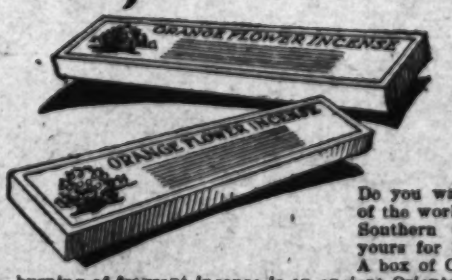
This plant executes work for Public Utility Corporations and demands of the latter for general jobbing work force continued enlargement and improvements of the plant as the city grows in population.

Among other things, this institution manufactures the Johnston Water Pump and the Stebbins Dry Ore Concentrator. These products are made in the King plant but the company does not handle the selling end.

Heavy boring mill and planer work keeps the institution busy during the season when demands are not so great for other manufactured products.

It would be difficult to enumerate the various large projects requiring special jobbing work in which this institution had not contributed its share over Southern California.

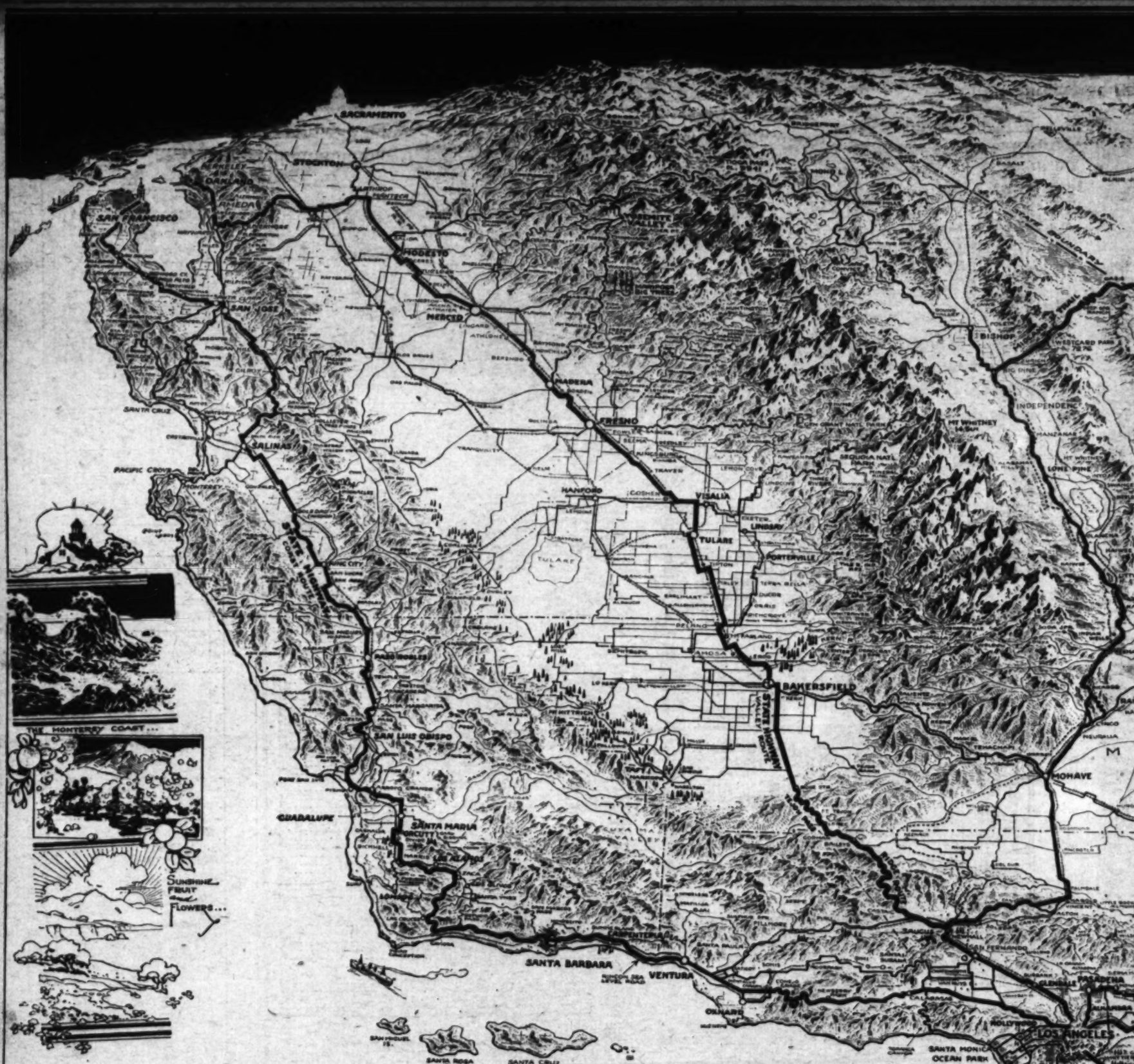
California Orange Incense



BY MAIL
Prepaid
One Box 30c

Do you want to have the wonderful aroma of the world-famed Orange Groves of Sunny Southern California in your home? It is yours for 30c in stamps or Postal Order—A box of Orange Flower stick incense. The burning of fragrant incense is an ancient Oriental custom which has become very popular in America. In the home its fragrance suggests purity and luxury and in the Apartment it dispels the odor of cooking. In the sick room it refreshes and soothes. Its charm is fascinating. Ladies, keep your room sweet and fragrant. A stick a day keeps the blues away! Just clip out this advertisement and attach 30c in stamps to it and send your name and address inclosed. We will send you by Parcel Post, prepaid, one box of Orange Flower Incense. Do it now.

J. H. MINASSIAN & CO.
1500 West Seventh St. Los Angeles



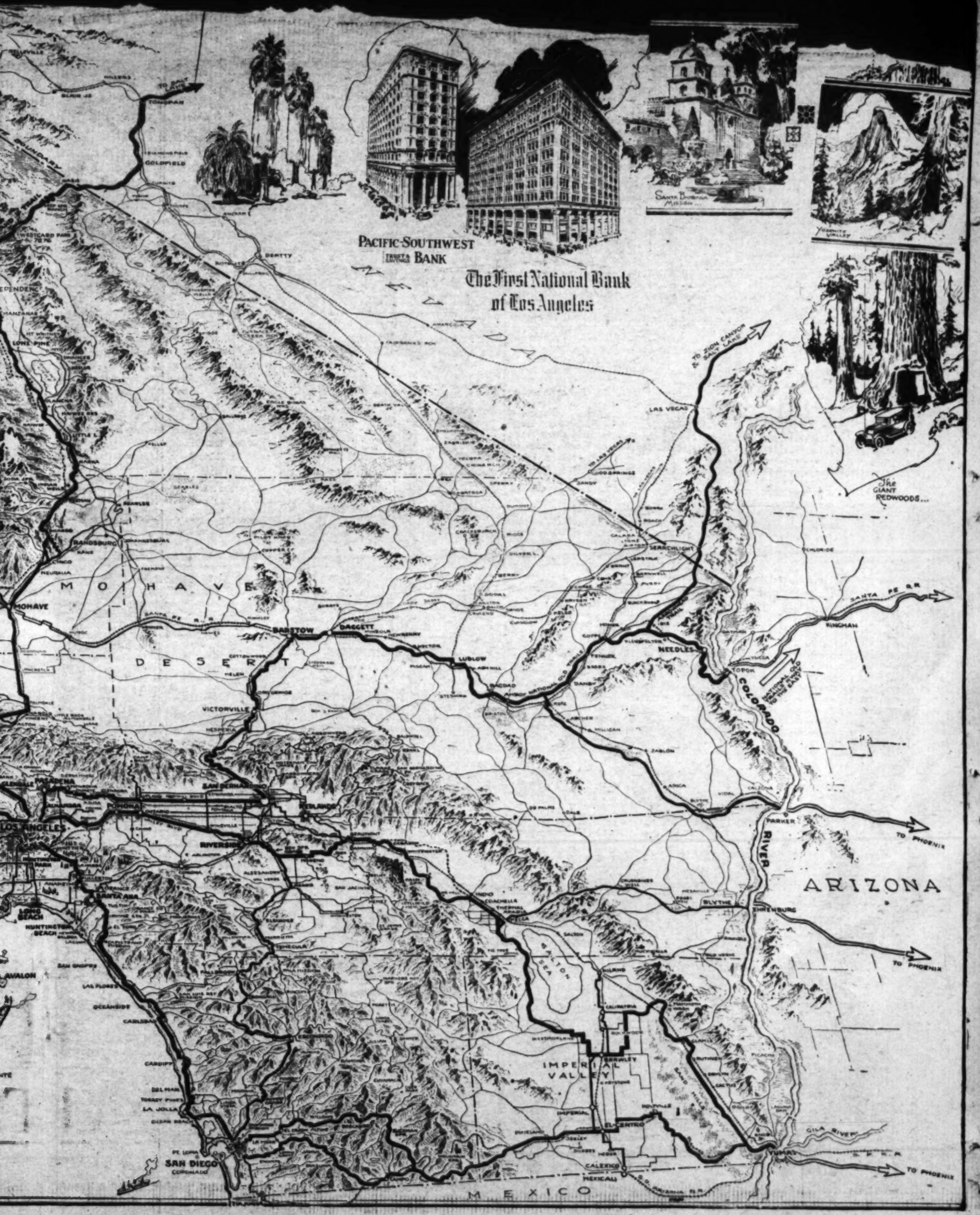
MOTOR ROUTES

Through the Heart of California

As Prepared by Charles Owens of the Los Angeles Times from Material Furnished by the Automobile Club of Southern California for

THE FIRST NATIONAL BANK OF LOS ANGELES
PACIFIC-SOUTHWEST TRUST & SAVINGS BANK
FIRST SECURITIES COMPANY

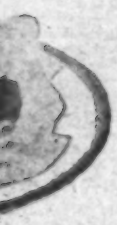
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BARSTOW
DAGGETT
NEEDLES
KINGMAN
SANTA FE R.R.
TO PHOENIX
TO ZION CANYON & SALT LAKE





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Diamond Wal-
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flour and bak-
mond Walnuts
cinnamon in a
or forty min-
straw. Serve
glasses.



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cup seeded
Golden Salad

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dressing to
uce cups, or



TS





Find New Delights

in Old Recipes with Walnuts Added

Here is a secret which chefs know and use for giving variety to favorite foods. Add a few crisp, plump, delicious Walnuts to recipes of all kinds.

They give a new and delightful flavor which is just the change needed to make luncheons and dinners even more appealing.

In salads, cakes, desserts, dressing for fowls, meatless meat loaf and many other ways, Walnuts are a most serviceable food.

Almost No Waste

And their service does not end with their wonderful flavor, because Walnuts are highly nutritious. They exceed in protein—the tissue builder and repairer—such foods as potatoes, milk, macaroni and eggs.

They provide 3180 calories—the scientific measure of food value—to the pound, three to four times as many as most meats and vegetables. They are a food with almost no waste, being 96 per cent pure nutrition.

More Meats per Pound

The superior Walnuts, hand-sorted, crack-tested and selected from the output of 4000 California groves, are called Diamond Walnuts. They give more meats per pound and yet cost no more than ordinary kinds.

They are thin-shelled and contain big, crisp, flavory meats which are excellent for any purpose.

To be positively certain of satisfactory quality ask your grocer to fill your order from the big sack marked with the Diamond trade mark, like the one on this page.

DIAMOND Shelled Walnuts are packed in a high vacuum to preserve indefinitely the fresh, sweet flavor characteristic of the newly matured California Walnut. The can contains halves for topping and facing, as well as pieces for filler and salads. The glass contains only carefully selected halves for table use and fancy dishes.

MANY recipes just as tempting as those on this page are contained in the revised edition of "100 Delicious Walnut Recipes," which includes the favorite dishes of the Wives of the Walnut Growers, as well as those of a leading culinary expert. You may have one on request. Address Dept. 10.

CALIFORNIA WALNUT GROWERS ASSOCIATION

A Purely Cooperative, Non-profit Organization of Over 4,000 Growers. Our Yearly Production More Than Forty Million Pounds.

LOS ANGELES, CALIFORNIA

Date-Walnut Pudding

Two eggs, two tablespoons flour, 1 teaspoon baking powder, 1 cup chopped Diamond Walnuts, 1 cup chopped dates, 3-4 cup sugar.

Beat eggs and add sugar. Sift flour and baking powder together; add Diamond Walnuts and Dates. Sprinkle all with cinnamon in a greased pan. Bake about thirty or forty minutes in a slow oven. Try with a straw. Serve with whipped cream in individual glasses.



Walnut Fruit Salad

One slice pineapple, 12 dates, 1 orange, ¼ cup Diamond Walnut meats, 3-4 cup seeded white grapes, 1 sliced banana, Golden Salad dressing.

Cut in cubes, pineapple, dates and orange which has been peeled. Add to these Diamond Walnut meats broken in pieces, seeded white grapes and sliced banana. Mix thoroughly, adding enough Golden Salad dressing to moisten. Serve individually in lettuce cups, or in salad bowl, masking with dressing.



DIAMOND

DIAMOND *California* WALNUTS

Crackin' Good Walnuts

California Leads Country in Bean Output

Lima Production Heavy in Coast Area of Southern Portion of State; Increase in Consumption

IT MAY not be news to some folks that California raises more beans and better beans than any other State, but it is

Limas are planted in late April or May and harvested in September and Octo-

Festal Pageant of Southland Harvests

"Ca

The Harvest Moon of Prolific California Never Sets—Both Climate and Topography are Responsible Factors

BY GEORGE LAW

In Southern California moon. The gods of ded from their native e accompanied the d the vine to this most where they can wave perennially productive out of the sunny gales nding pageant of pure A dozen overflowing d yields of his gardens Mikha Vertumnus, over ly Pomona, queen over rfeiture of beautiful a. Ceres ushers her f sheaves and bulging rcession; and Bacchus ntsome and elegant but somewhat quieter than

a wave the procession egenial year, ever leav- ing renewed, enlarging n in summer, rising to g in the full tide of ing only to be replaced ree in never-ending suc-

of the prolific South- January it is a crescent; attaining its first quar- moon by July and a October. But slowly it ering, never becoming

topography are re- in this perpetual fe- e lowlands summer has to the entire exclu- val. A moderate share to autumn and spring; ir rule with jealous eye, any excess or exuber- his accustomed time ly to extend his sway untain regions.

is a land of three di- e major portion of its ase and hills is within y zone of the ocean, its ver one and two miles , and a vast basin of tropical level several the sea. Thus the mild nested on the one hand the four great seasons year, and on the other pression. In the first crops mature at inter- entire year. Many of certain others possess ons—and also later, at growers—in the desert. e meanwhile swell the their "northern" con- gular harvest moon of

ster into the determina- he ripening period, but distribution of crops. a sweet moist breath un, favoring plants and dity. The opposite in- rt helps to create an r dominions of heat and ain barrier between the rmediate condition of winter than either and , well suited to a spe- ld field crops.

American farmer—his and, coast, back-country wild unproductive ex- rigation. The mission teenth century claimed a few areas in fertile ing watered by gravity ers. While they intro- rapes, pears and other its destined to become ght to raise on a large le crops as were needed ities of Indiana,—main- wheat.

y developed for com- missions or the Span- ers, was that of hides cattle had the free un- hat afterward proved to chest fruit and garden But not until after the ever did the newcomers rkies begin earnestly to f the soil. In the past 's agricultural develop- In that brief time, the the position of fourth among all the States Southern California has a semi-arid and partly to a rich and beautiful ardens and farms that

pour forth a hundred different products in a never-ending stream of harvests.

* * *

January's Harvest

PASSING in brief review the principal "exhibits" in the Southland harvest pageant, we will begin with the New Year when the dusky olive maidens are stringing beads of dark-green and black from their sun-green trees. The olive trees seem always to carry sacred associations. Their quiet green spreads like an emblem of peace and sweetness over the hills. The eyes are soothed and rested in looking upon them. And about Christmas time the olives begin to ripen.

For purposes of pickling green the harvesting begins earlier; and for the making of oil the olives are gathered before they mellow to ebony ripeness: the harvest therefore extends over the most of the winter season. The olives are picked by hand, a slow process; but far from tedious to the song-loving Mexican and Indian natives.

The trees are of moderate size, dense and symmetrical. Ladders are needed by which to reach the bulk of the fruit. Some pickers gently comb the beads from the drooping sprigs on to canvas spread below. Others facilitate the work by combining pruning with picking: they snip off the heavy-laden smaller branches to comb or pick out the olives more leisurely from the ground.

But the olive is not alone in the winter parade. Roundabout the picking of the golden Christmas fruit, the naval orange is still going on. Rarer fruits closely associated with the name of California—persimmons, avocados, guavas, feijoas, loquats and pomegranates—choose from the fall to the spring to interest and delight tourists and stimulate the making of some of the tastiest of jellies. From the warm mesas along the sea and also from the desert green peas are appearing upon the market. Truck-gardens are of course yielding their usual quotas of lettuce, young onions, turnips, beets, carrots and so on: these are all-year-round products of Southland gardens. Red-blushing rhubarb is cool and crisp for pie-making while artichokes afford novel titbits for many tables. Of extensive field crops, cotton and potatoes in the desert are in their harvest wind-up.

* * *

Winter Vegetables

THE crescent grows but little in late winter. From the desert come vegetables to supplement the depleted coastal gardens. String beans and strawberries appear, great quantities of cabbage, cauliflower, celery, spinach and other hardy vegetables are marketed. Giant asparagus begins to radiate from Imperial Valley. Spring accelerates the tender vegetable supply. By the time the desert fields and gardens are past their prime, the coastal region is ready to resume its part. All truck gardens produce two or three crops a year. The Southland production of vegetables is as constant and deliberate as a manufacturing industry.

March brings back the fresh alfalfa supply, stimulating the flow of milk about the same time the myriads of wild flowers are dripping winged honey. After resting from November to March, the alfalfa fields begin their fast schedule of cropping, yielding in some places as many as eight cuttings during the remainder of the year. Following fast upon this perennial western clover come the winter-sown, rain-grown hays from oats, wheat and barley. Out in the desert, April sees the first heading and threshing of barley and rice, while the splendid winter fields of Bermuda and Crystal White onions begin to fill bags and bulging sacks.

Quickly the spring tide of the harvests mounts high with tremendous bulks of barley, desert cantaloupes, tomatoes and new potatoes. Strawberries are in their heyday of abundance. Raspberries and dewberries now appear. Then the deciduous fruit season reopens with the cherry festival.

* * *

Harvest Moon Wanes

THE moon is now in its second quarter. Almost none of the spring harvests are through when those of summer begin. Wheat ripens in the dry-farmed fields. All sorts of vegetables flood the markets. The housewives fill the homes with odors blended of chili sauce and blackberry jam. Table grapes and figs come in from the desert. Then with the first spell of true summer heat the Southland is launched upon its great and swift series of fruit harvests. But we must look back a little to the dawn of California fruits.

The Valencia orange, whose ripening season begins in May and is protracted, according to the condition of the market, until the navels are ready in the fall, is the gold on summer orange with the golden reaction. The land it grows upon is valued unbelievably high. But mainly from the Spanish Valencia, peerless in flavor and quality, has the far-west kingdom of the orange derived its full-merited fame.

Trained pickers progress slowly through the groves, carefully going over each tree with the aid of three-legged ladders. They snip off the ripe oranges into canvas bags, from which the fruit is emptied gently through releasable bottoms into field boxes. These are carted to the packing-houses where the oranges are washed, graded, boxed and placed in refrigerator cars for shipment. The harvesting, packing and marketing of oranges has been worked out to such a fine science that the Southland is scarcely aroused from the even tenor of rural dream days by this well-regulated activity. Quietly, without haste or excitement, the work is performed; and the glossy checks wing their way to the growers almost as fast as the aromatic golden cargoes roll out.

Right here it may be well to say a word about lemons, the fruit without any particular harvest period. Lemon trees are bearing and blossoming all the time. It is common to see blossoms, green and ripe fruit on the same tree. Consequently, the picking occurs at various intervals throughout the year. Along with its perpetual harvesting of vegetables, the Southland is continually bringing forth and shipping out carloads of lemons.

* * *

June and July Fruits

IN JUNE or early in July, when the summer heat is holding the inland valleys in a close and lingering embrace, the apricot harvest comes on with impetuous, disconcerting speed. This much at home California fruit is fortunately adapted to regions where the orange does not press its claim, and where, consequently, land values are not so high. The apricot chums with the peach in proving itself a hardy frontiersman of orchard trees. It makes a thrifty, rapid growth and helps the orchard planter of new areas with quick returns.

The apricot harvest literally takes the community by storm. A week from the time the grower is sitting in the shade drinking a lemonade without a care in the world, he suddenly finds himself sucked into a resistless maelstrom of activity. A dozen things demand his attention at the same time: he must oversee the picking, rush the fruit to the cannery, and attend to the many important details connected with the operating of a drying yard.

This most engrossing harvest demands the attention of every available man, woman and grown child living in an apricot-growing section, besides affording employment for itinerant hands of pickers and cannery workers. The discomfort of hot weather is forgotten in the necessity to take care of the swiftly ripening fruit. Moreover a spirit of festivity and gay rivalry pervades the work. Fast picking and cutting are rewarded by high wages. The opportunity comes only once a year, and in less than three weeks it passes. The fruit is beautiful, tempting, luscious, as it hangs in vermeil clusters on the drooping branches. The seeded halves spread on trays in the sun possess a rich hue of orange-garnet and fill the air with delicious odor.

Following the apricot with scarcely a breathing spell for the workers comes the peach harvest, occurring in the same regions and handled through the same agencies. Only it differs from the former in being less impetuous and extending over a longer period. Peaches ripen from June to October, according to the variety. The favorite clings for canning come in mostly in late July and August. While peaches are grown in many States, they are none the less the principal deciduous fruit crop of California. Perfectly at home in all parts of the Southland, they win great favor because of being easy and pleasant to handle. But they do not pay quite as well as do the apricots.

* * *

Prunes, Raisins, Figs

NECK in neck with the peaches come prunes, raisin grapes, figs, various kinds of plums, nectarines, table and wine grapes. Simultaneously a number of field crops—sugar beets, squash, melons, green corn and potatoes—are keeping the farmers busy.

The moon fills out its third quarter with the pear and bean harvests in August. California has long been known for the excellence of its Bartlett pears. These have been grown mainly, like prunes and cherries, in the central part of the State. But the proved extension of the pear range to semi-arid regions has resulted in extensive plantings in the Southland back country.

Among California farm crops, beans have fifth place in point of acreage. They cover annually more than a quarter million acres. In the Southland, the industry centers mainly in lima beans, grown without irrigation in the outpost domain of valleys and mesas along the sea. Because of the good returns from limas, their limited adaptation, and their faculty for enriching the soil, great areas of valuable land suitable for citrus fruits and walnuts are permitted to linger in the unirrigated class. Many young orchards and truck gardens within the humid zone, though supplied with water, are frequently planted to limas for a fair profit combined with an upbuilding effect upon the soil.

* * *

August Bean Crop

THE harvest opens in August with the rapid yellowing of the black-eye beans. A few weeks later the limas begin to turn. All during the summer the fields have been fresh green carpets amid golden and straw-colored hills. Now the brown elves drive out the green meadow fairies. The beans are cut, piled to cure in the sun and hauled over to the thresher. Far into the cool nights the threshing continues, an elf with a lantern under each wagon and a merry throng dancing about the illuminative flames of the burning straw.

Now the harvest moon smiles down out of a full pie-face upon the season of nutting. Near the desert the almond trees are dropping their dainty papery-shelled nuts. Along the coast the thousands of acres of splendid walnut groves are attracting armies of Hispanic-tongued picnic harvesters—entire families, tents, household goods—for the exceedingly remunerative six-weeks' outing in the most pleasant harvest work of the year. A great deal of romantic picturesqueness attaches to the walnut harvest.

From the sturdy youths who shake and club down the nuts, accompanying their blows with zesty yells, to the colorful family groups gypsying under the trees, the harvest savors a good deal more of fiesta than of exacting labor. The pickers will get through in time to go back to the beet fields; though many families will load up their wagons and flivvers for the desert, where the fields of cotton will afford employment on through the winter in the "millionaire" winter climate of America.

* * *

Exotic Desert Dates

THE fall desert brings forth the most aristocratic crop of them all. That is the date, the date par excellence of recent acclimation to certain sections of our desert Southwest. With the coming of the date a glamour both of exotic beauty and of fabulous earning capacity has enveloped these arid acres like a rose-golden aura. A man need not possess many bearing palms of first-class varieties of datos to set at rest the cares of an uncertain competence. But the successful growing of the date requires not only special knowledge but also affability toward the desert.

Fortunately it is in the cooling fall when the somewhat strenuous work of the harvesting and packing begins. The huge bunches of sweet and nutritious full-ripened dates receive a care in being made ready for the market that entirely prevents the formation of that peculiar secondary flavor associated with the imported date of our eastern fruit stands. Late in October, the annual date festival of Coachella Valley attracts hundreds of visitors to marvel at the beauty and quality and deliciousness of those American-grown dates; as well as to be quite amazed at the present extent and ever-increasing promise of the industry.

* * *

Fall and Winter

THE fall and winter desert has several other delectable surprises in its shell-strewn fields and on its sandy mesa. There the navel orange ripens in time to add sweet acid nectar to Thanksgiving fare across the country. The pomelos of the desert, moreover, prove a revelation in the delighting and refreshing mildness of their flavor. The grapefruit attains to the perfection of its novel possibilities under desert conditions. Both in its commercial value and in its pleasing quality as a desert food, this fruit is a blessing to the people of that land. The harvest begins in the fall and can be protracted through the winter into the spring.

Meanwhile the mountain ranches, conforming to northern seasonal conditions, have been reaping many crops earlier brought to maturity in the lowlands. But their particular feat in the great harvest pageant is gay and tempting with baskets and barrels of red and yellow apples and kegs of cool, and perhaps tangy, amber cider.

The year, but not the procession, draws to a close in the golden flood of navel oranges. But scarcely can the harvest moon be said to wane as those crisply flavored oranges, mingling acidity and sweetness in spicy combination typical of California, pour out of the foothill groves and trail eastward throughout the fall and winter.

Only in the matter of bulk and variety does the ever-shining harvest moon contract again to a crescent.



"California's Finest Playground"



LAKE ARROWHEAD
—in Arrowhead Woods

REFLECTING the eternal glory of California's sapphire skies — Lake Arrowhead in Arrowhead Woods brings to the world a new delight—and from this "Land of Heart's Desire" there comes a message of the great outdoors.

The magic lure of mountain heights—the charm of deeply wooded glen—the towering cedars, pines and firs that reach to the blue canopy above, as through the virgin wood the brook sings on—weaving its glad symphony of joy.

And through the lacey fringe of pine-clad slopes the smiling beauty of a sunlit lake gleams its bright happiness.

Lake Arrowhead in Arrowhead Woods now offers to you who love the wilderness the opportunity to purchase mountain home-sites in this primeval paradise—where, in the grandeur of the ancient wood you build the "Castle of Your Dreams."

Preserving all the native wonder of this beauty-land, modern progress has given, without intruding on the primal beauty of the wild, the comforts of our daily life. Here for the first time in any California mountain development will be found—

A complete Sewer System—Electric Lights—Domestic Water System—Sprinkled Roads—Telephone Service—

With a Model Village complete in every detail consisting of a Cafeteria—Drug Store—Art Shop—General Store — Young's Market — Drygoods Store — Hardware Store — Garage — Machine Shop — Gasoline and Oil Service Station — Post Office—Lumber Yard—

Dancing Pavilion—*with floating floor*—Music furnished by Howard Patrick's and "Bloody" Clark's orchestra—

Only Four Hours from Los Angeles—The finest trout fishing in Southern California — Aquatic Sports—Winter Sports—Open all year 'round—

Where in California can you buy a home-site on the shores of a mountain lake—*five years from today?*—

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California Leads Country in Bean Output

Lima Production Heavy in Coast Area of Southern Portion of State; Increase in Consumption

IT MAY not be news to some folks that California raises more beans and better beans than any other State, but it is news to many people that California Limas, the super-vegetable of the world, fatten upon fog.

Limas first came to the attention of the civilized world down on the west coast of South America. They were extensively grown by the Peruvians. In the course of time they were brought to Southern California, and here they found a climate which apparently was made to order for them.

Singularly enough, the west coast of South America has never grown them commercially, in quantities sufficient to compete with California, and the only place that they are grown to any extent is on the island of Madagascar. The Lima grown there is of good size, but inferior quality, and does not find favor in the markets of this country because it is not properly graded.

• • •

Lima Area Restricted

THE lima's one peculiarity is that it cannot grow except in a narrow strip along the south coast of California. This strip extends from San Diego county on the south to Santa Barbara county on the north and extending inland only about fifteen or twenty miles.

Nitrogen is the chief food property of the Lima, and it gets its nitrogen from the sea fogs during the summer months, using as much as it requires for its physical development and storing the surplus in nodules upon the roots of the vines. These nodules fertilize the ground so well that Lima crops can be grown year after year, upon the same land, without exhausting the fertility of the soil. The latter is even built up by bean farming.

If attempts are made to grow Limas inland, beyond the heavy fog belt, they meet with failure, because cool sea breezes, on hot days, and dense fogs on summer nights, are necessary to its culture. The vines will grow upon land in inland valleys, but the pods either refuse to set or will not fill.

But in this strip of seaside ranch land, 120,000,000 pounds of Limas are grown in a normal year. California grows a great many varieties of beans, chiefly Limas, Baby Limas, Navies, Pinks, Blackeyes and Red Kidneys. This State leads all others in bean growing.

• • •

California Leads

ACCORDING to the U. S. Department of Agriculture estimate for this year, the 1922 bean production by States is as follows: California, 5,399,000 bushels; Michigan, 4,923,000 bushels; Colorado, 690,000 bushels; New York, 1,193,000 bushels; New Mexico, 311,000 bushels. California yields 5399 carloads, against 4923 carloads from Michigan.

The government report shows that the 1922 production will be 12,514,000 bushels, against a 1921 production amounting to 9,113,000 bushels. The average yearly consumption of beans for four years has been 12,630,772 bushels.

The consumption of beans in recent years has shown a substantial increase, partly because people learned to know their value during the world war, when the more fancy foods were hard to obtain, and to some extent because the production of beef has been steadily decreasing. Beef is one of the leading nitrogenous foods, and might be a staple, but for the fact that the medical fraternity is almost unanimous in the opinion that red meats are unhealthful.

Beans, and particularly the California Lima, afford a maximum of nitrogen. They are almost in a class by themselves because, being carefully cleaned and graded, they reach the consumer in the form of solid food, free from husks or other waste. One of the standard grades is even packed in attractive pasteboard cartons.

The reader will be interested in knowing that during the last five years a new variety of Lima, which will yield profitably in the hot inland valleys, has been developed. This is known as the Baby Lima, and this fall it has led the big Lima in the open market.

The Baby Lima is a bush bean, slightly smaller than the big Lima. Because of its bushiness, it is able to protect the pods from the hot summer sun while they are setting, and this results in good crops where the big Lima, a vine plant which spreads all over the ground, will not set and fill its pods when planted inland where not reached by fogs and cooling ocean breezes.

• • •

In San Fernando Valley

THE heaviest plantings of Baby Limas have been in the San Fernando Valley, but the variety has been successfully grown in the vicinity of Modesto and at other points in the San Joaquin Valley, so it is believed that it can ultimately be adapted to all the inland valley. In that event its tonnage will, within a decade or two, probably exceed that of the big Lima which is restricted to cultivation in the shoreline strip.

According to R. L. Churchill, general manager of the California Lima Bean Growers' Association, which markets a substantial portion of the Limas and Baby Limas for the growers, through a co-operative system similar to that of the orange, lemon and walnut growers, the Baby Lima finds favor with the housewife for several reasons. The principal reason for its popularity is that, being less than half the size of the big Lima, it looks more attractive in salads and other dishes. It also runs more evenly as to size, and its skin is so thin that in the process of cooking it does not peel loose from the body of the bean, but cooks tender on the surface of the bean and remains a part of it.

Limas are planted in late April or May and harvested in September and October. The threshing is done in late September and October. In the coastal strip of Southern California, Limas are grown on some of the biggest ranches in the West. In Orange county, upwards of 15,000 acres of one ranch is devoted to them. In Santa Barbara county and Ventura county there are several Lima ranches ranging in size from 3000 to 10,000 acres, and within a dozen miles of Los Angeles there are Lima fields embracing upwards of 3000 acres.

Ventura county leads them all in Lima production with 675,000 100-pound bags this season. Orange county is second with 275,000 bags; Los Angeles county is fourth with 60,000 bags; Santa Barbara county is third with 70,000 bags, and San Diego county is fifth with 25,000 bags. San Fernando Valley and Ventura county together turn in the 155,000 bags of Baby Limas. The Baby Lima acreage is now 12,850 acres, while approximately 100,000 acres are devoted to growing big Limas.

The heaviest Lima production—twenty-five bags to the acre—is found in the vicinity of Montalvo, near Oxnard. Ventura county is the heaviest producer per acre. The Saticoy district grows 130,000 bags a year.

The California Lima Bean Growers' Association, patterned after several other highly successful co-operative marketing associations in California, has been handling the Lima crop for six years. It has nearly 1000 members, all of whom are practical farmers. During the past season it has enjoyed a substantial gain in membership, and the October prices, ranging around 6½ to 7¾ cents per pound, indicated that the members of the association will enjoy a prosperous year.

The association is just now devoting considerable time to the improvement of the Lima, its ultimate aim being to develop a type of Lima which will yield at least 20 per cent more beans to the pod. This is one of the things it is doing for the special benefits of growers who are affiliated with the organization.

More Than Two Hundred Thousand Tons of Raisins

State Production Trebled in Ten Years—Improved Marketing Conditions Largely Increase Sale

THE Eighteenth Amendment made the grape business in California dry, but not uninteresting. Dehydrated by act of Congress, it surprised the nation by experiencing sudden and unexpected prosperity shortly after the arrival of prohibition.

When the water wagon went past the raisin hopped on and rode to prosperity, despite the fact that the gears were set for the reverse. Today it is doubtful if the serious-minded grape growers would trade back.

Reduced to raisins, the grapes of California now bring several times as much money as they used to sell for, and instead of going out of the raisin business, as they feared they'd have to do if the country went dry, the growers are planting new grape vineyards about as fast as they can prepare the raw land.

People who used to gaze upon the wine when it was red, now gaze upon the raisin when it's bread. The transition of public impulse has been largely a matter of advertising. People have been taught to use raisins in making bread, cookies, cakes, etc., and have been educated to eat seedless raisins as an after-dinner confection, instead of acid-forming candy, for the sake of the health-giving iron they contain.

California is producing 225,000 tons of raisins a year. It is believed that in 1926, when the new acreage now planted comes into bearing, the annual production will be nearly 500,000 tons.

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Production Trebled

WHEN one considers the increase in raisin production during the past ten years, the figures seem almost incredible, for the production has jumped from 70,000 to 225,000 tons; and the industry is yet more or less in its infancy.

The first questions one who is not familiar with the industry will naturally ask is: "Where do all these raisins go? Where are they sold? How are they marketed?"

Until a year ago, practically the entire raisin output of the United States was marketed in this country, but as the tonnage increased it became necessary to develop new outlets, both here and in foreign countries.

Not so many years ago, the European raisin was dominant in the United States, and our domestic crop suffered because of a large annual holdover. Several factors entered into this condition.

Europe and Asia Minor had been producing raisins from the period of remotest history, and labor in those countries was much cheaper than it is here. The demand for raisins under such conditions existed largely during the holiday periods.

It was obvious that if the American grower wished to continue in business, the condition had to be remedied. The only solution seemed to lie in better marketing, and such conditions could only be brought about through a centralized marketing agency which would push the American raisin in preference to the foreign product.

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Co-operative Marketing

THE independent distributors through whom the growers had been selling their crops could not do it, and after many years of hardship, the growers determined to market it themselves. This determination led to the formation of a marketing organization about ten years ago, in San Joaquin Valley. It is known as the Sun Maid Growers, an organization which operates in a manner similar to any large business organization, is owned and controlled by the growers themselves, and returns all profits over and above actual operating expenses to its members.

Shortly after its organization, production began to increase. This was due to the fact that the organization obtained for the grower a higher average price for his product than he had ever gotten.

It was soon observed by the officials of the organization that if the increased production of raisins was to be marketed it would be necessary to create an all-year demand for them. It appeared that this could only be done through intensive sales methods and extensive educational advertising.

The organization entered upon an advertising campaign in 1914 with some trepidation and appropriated $120,000 to be spent in test campaigns in various parts of the country. So gratifying were the results that the appropriation for the next year was greatly increased.

Each year it has grown in direct ratio to the increase in tonnage until today $2,520,000 a year is spent in advertising the once lowly raisin, which, but a few years ago, was regarded merely as a holiday luxury. Today it is a staple part of every household larder and bids fair to become even more firmly intrenched.

As a result of these intensive methods, the demand, and consequently the consumption of raisins has increased in the United States to such an extent that the foreign raisin is no longer the serious competitor it was a few years ago, nor does Europe dominate in the world's raisin production, for California alone produces more raisins than all other countries combined.

• • •

New Acreage Planted

THE past year has no doubt seen the greatest strides the raisin industry of the United States has ever made. New acreage was planted with amazing rapidity, the tonnage rose to great heights, the greatest advertising campaign ever launched in the interest of any one single food product was put into motion, foreign fields were entered and communities which owe their existence to the success of the industry are enjoying great prosperity.

According to the latest figures prepared by statistical experts of the Growers' organization, there are in California today 400,375 acres of land planted to raisin grape vineyards. This is an increase of 43,000 acres over 1921. In addition to this, where the production of raisins last year was in the vicinity of between 150,000 and 175,000 tons, it was estimated in October that the 1922 crop would total 225,000 tons.

Just for the sake of calculation, consider a moment what a large quantity of raisins there is in 225,000 tons. It equals 450,000,000 pounds. Calculated on a basis of 1156 raisins to the pound, there are in the above total, 520,200,000,000 raisins.

Five hundred twenty billion two hundred million raisins are quite some large number!

It was only in the past year that American raisins were exported on a large scale. In years past, a few thousand tons were shipped outside the borders of the United States, but no concerted effort was made until the fiscal crop year of 1921-1922 to further the interests of the American raisin in foreign lands.

Although foreign countries had for years used nothing but the Spanish and the Near East raisin they are now learning to like the American product. While it may be possible for the Spaniard, the Greek and the Southern European to sell his product cheaper than the American can, it is the hope of the latter to win in those fields on quality alone.

The Grower's organization has already established offices in England, the Scandinavian countries, several Continental European nations, the Orient; and on this side of the water, in Canada and Mexico. In the near future it hopes to establish markets in South America.

Need Shade Trees

It is said that the great need among the dairymen of the Imperial Valley is more shade and hay for their herds during the summer. Where shade and hay are provided for the dairy stock, the production of butterfat remains practically unchanged in the summer. Every rancher should set out more trees where his stock may rest, in the heated term, in contentment.

Spraying Roses

A rural resident who grows roses for pleasure says his plants are never affected with mildew or other troubles, for he sprays them as does his orchard. Before new growth starts in the spring, he sprays his rose bushes with Bordeaux of the 5-5-50 strength, or with lime-sulphur, to 10 gallons of water. He also sprays the soil beneath the plants.

Southland's Fruit Tree Acreage

The acreage in fruit trees of the Southern California counties on January 1, 1922 was as follows: Los Angeles, 92,706; Orange, 55,564; Riverside, 40,993; San Bernardino, 60,949. San Diego, 19,941; Santa Barbara, 6556; Ventura 31,554. It is reported that 41,297 acres were planted in the State this year.

Drying Surplus Fruit

In many parts of Southern California large peach growers provide themselves with drying trays and space in which to dry their surplus fruit. They thus come out better financially. Every orchardist who is not a member of the drying association should either enter such an association or construct his own dry-yard equipment.

Watering Sugar Beets

Sugar beets do not require large quantities of irrigation water, if it is properly applied, but they are sensitive as to the time it is given. The least desirable time to irrigate is just before the beets are ripe.

Increase of Acreage

Santa Barbara county increased its orchard acreage this season by 795 acres. Walnuts led in the new planting, reaching 7108 trees or 354 acres.



Fitwell Brand

Why You Need a Tire Cover!

CONSIDERING how rapidly rubber deteriorates when exposed to the elements, one would think that there ought to be a substitute which would not be so perishable. So far, nothing has been found which will take the place of this particular vegetable product called rubber. Therefore the next best thing to do is to protect it from everything which will cause it to disintegrate.

HEAT, Light, Water, Dust, Oil, almost everything one can think of, will cause rubber to lose its resiliency and wearing qualities.

The non-covered spare tire loses 4 PER CENT of its mileage LIFE in THREE MONTHS, 12 PER CENT in SIX MONTHS, 22 PER CENT in NINE MONTHS and 33 PER CENT in ONE YEAR.

A SPARE TIRE is carried without use on an average of SIX MONTHS. Every bit of MILEAGE LOSS means that the car owner HAS LOST THE EQUIVALENT IN ACTUAL CASH.

There are many different makes of tire covers on the market, made from different patterns and of different qualities of material. Thus far the choice of a host of careful buyers has been the BAILEY FITWELL BRAND IMPROVED ECONOMY TIRE COVER, because it is adjustable to several sizes of tires and to both cord and fabric sizes. Each size fits any style of rim or tire carrier. It sells at a popular price; it is easy to put on and take off and it is made from the HIGHEST GRADE OF MATERIAL.

The Bailey Fitwell Brand Improved Economy Tire Cover is a new cover with a new way of fastening.

IF YOU DESIRE A COVER THAT IS ACCEPTABLE TO EVERY MOTORIST, FILL OUT THE COUPON BELOW AND MAIL TODAY:

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Manufacturers of
SPECIAL AUTOMOBILE EQUIPMENT
1315-17 South Olive Street
Los Angeles, Cal.

BAILEY FITWELL COMPANY,
1315-17 So. Olive Street,
Los Angeles, Cal.

Gentlemen:—Enclosed find $3.00 (postal order or currency) for which forward to me by parcel post one Fitwell Brand Economy Tire Cover.

Size ....Cord or Fabric Tire
Name .....
City ..... State .....

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ARCHITECTURE
ENGINEERING
CONSTRUCTION

LOS ANGELES, CAL.

Los Angeles County, Premier Producer

Los Angeles county, according to United States census figures, leads all the counties of the United States in soil production. During the past year it has maintained supremacy in agriculture and horticulture and at the same time has achieved amazing success in urban growth and industrial advancement. From the mountains to the sea Los Angeles county presents a wide variety of scenery and diversity of activity. It is a county of remarkable growth, of extensive home building, of industrial growth and extension. Its cities are teeming with activity. Its fields and orchards excel in quantity, quality and variety of products. Its beach, canyon and mountain attractions are superb. It is a county of extraordinary natural advantages and with a record of tremendous civic achievement.

Pasadena

"LIKE a fast unfolding blossom, just coming into full perfection," is the impression of Pasadena in midwinter, voiced by a recently-arrived visitor. Indeed, the past year has witnessed a flower-like growth in this City of the Foothills—a growth that has meant progress in beauty, gain in size, advance in civic pride, and improvement in morale. And the betterment continues.

Pasadena, as almost everybody knows, is overwhelmingly a city of homes. It is not an industrial city, though it has industries; it is not a mercantile city, though it has splendid mercantile establishments. It is a residence city, and its principal business is to make living safe, pleasant and comfortable for those within its borders, whether permanent or transient. With clear recognition of this basic fact, Pasadena has organized itself and planned itself, and fixed the lines of its own development. The result is a specialized city—and the garden spot of the earth.

Pasadena is not out after population records, and feels that mere population figures do not mean a great deal. But there has been $9,000,000 of building permits issued during the last year, nearly all for homes; at least $7,000,000 of the total for this purpose—homes ranging from modest bungalows as low as $1000 to mansions costing a hundred times as much. This, in a city of between fifty and sixty thousand population, is no mean achievement.

There is no doubt that the 50,000 mark has been passed, for 2000 new gas meters have been installed during the year, and each gas meter, practically speaking, means a new family of three or more—1147 water meters were added; 2213 electric meters. These three items considered together mean, taken conservatively, that at least 6000 have been added to the permanent population of the city—a growth of about 12 per cent. A few other figures of material growth may be interesting. For instance:

The Los Angeles Gas and Electric Corporation has added one new gas holder of 1,000,000 cubic-feet capacity and is building another of 6,000,000 cubic feet, to be ready in 1923. It has laid a new sixteen-inch high-pressure main from the Los Angeles plant, and spent $534,000 at the Los Angeles plant to supply Pasadena with more gas. It has laid two miles of twenty-four-inch main in the city limits, three miles of twelve-inch main, five miles of six-inch main. The cost of new mains is over $400,000 and of the new holders over $460,000.

The Pasadena Home Telephone Company tells a similar story.

Proving growth of population, these figures yet indicate nothing of how that population is being taken care of. Well, here are some figures that do:

One hundred and three acres have been added to Brookside Park, and proceedings are under way which will extend the park to include virtually all the lands between Devil's Gate dam and the south city limits. Carmelita Gardens, a beautiful park of thirteen acres, at Colorado street and Orange Grove avenue, has been added to the city park system—purchased by private subscription at a cost of $210,000 and donated by the subscribers. It is now open to the public. The third largest stadium in the world, seating 65,000 people, has been completed by the Tournament of Roses Association. Bonds aggregating $1,766,000 were voted for various municipal improvements during the year, not including schools. The city joined hands with South Pasadena, Alhambra and San Marino to build a modern sewage disposal plant, of which Pasadena's share will cost $412,000. Two new cross-town streets are being opened and widened, to relieve pressure of traffic on Colorado street, the city's principal thoroughfare, and Colorado street itself was repaved for most of its length. Proceedings are under way for the widening of Colorado street, west of Broadway, to ninety-five feet, or more than a third in places. Repaving and street repairs paid for by assessment on abutting property amounted to more than $750,000 during the year. These are just items; the total for municipal improvements is about $2,600,000.

As for schools, another million and a half dollars is going into them for new construction, just as rapidly as the architects can get the plans ready and contractors do the work.

Now this is planned and directed growth, not haphazard growth. A zoning ordinance has been enacted during the year to protect residence property from undesirable encroachments. It provides commercial, light manufacturing and industrial districts, and prohibits commerce and industry in the home sections. A City Planning Commission, employing one of the foremost experts in the country, is at work on a comprehensive scheme for the further development of the city and the enlargement and improvement of its park system.

Pasadena is a city of churches, too. Three fine new edifices are in course of erection. Throop Memorial, Universalist, church is nearly completed; the new First Methodist church, which will be one of the finest in the city, is rising upon its foundation, and All Saints' Episcopal has its plans drawn and is about ready to let its contract. The Young Women's Christian Association has a splendid new plant, of which one building has been completed, a second is nearly done and a third will be started shortly after the first of the year.

A University Club has been organized during the year and is now occupying fine leased quarters in the east wing of the Hotel Green. Illustrating the cosmopolitan character of Pasadena, the University Club's membership of over 300 represents 160 different educational institutions. There is a large quota of business and luncheon clubs—Rotary, Kiwanis, 100 Per Cent, Lions, Optimists, to name the principal ones. The Optimists and 100 Per Cent clubs are newcomers of the year in the city.

The capacity of Pasadena Hospital has been doubled during the year and a new nurses' home established.

The expansion of the business district has been phenomenal. The report of the Zoning Commission, early in the summer, making a commercial district on each side of Colorado street, was the signal for building activity, and the removal of old landmark residences and their replacement with business structures began at once. More than eight solid blocks of stores have been built in the past year, all on East Colorado street, and the business section which, a year or so ago, extended no farther than Los Robles avenue, is now well beyond Lake avenue and still going. It is predicted, indeed, that within a few years Lake avenue and Colorado street will be the business center of the city.

In this business development, beauty has not been forgotten. There is a movement on foot to restore the shade trees to Colorado street, backed by hard-headed business men. And the style of architecture carries out the same theme; the buildings are light, airy, spacious, in keeping with each other, and with the spirit of the city.

Pasadena is planning now for the celebration of her Golden Jubilee in 1924, and the Chamber of Commerce and Merchants' Association are co-operating with the city administration to make the celebration a notable one. The chamber expects to secure the building, during the coming year, of an auditorium seating 3500 to take care of a number of conventions that have agreed to come here during jubilee year. The Merchants' Association has taken up the matter of a commercial hotel for the city, and also expects definite action on this during next summer.

Pasadena's five big hotels, the Maryland, Vista del Arroyo, Huntington, Raymond and Green, are all doing their usual heavy midwinter business, and are thronged with visitors.

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South Pasadena

SOUTH PASADENA, joining boundaries with Los Angeles on the west, with Pasadena to the north, Alhambra to the south and San Marino to the east, is nevertheless a separate civic entity, with a development of her own, and a civic pride and consciousness. South Pasadena is a city of homes, also, but has a number of fine mercantile establishments, and a rapidly expanding business district. And like all other Southern California communities, her population is growing by leaps and bounds.

Through the efforts of South Pasadena in the past year, the rescue of the Arroyo Seco from the rock crushers and its maintenance as a park was assured. By an overwhelming vote, the residents of South Pasadena adopted a bond issue for purchasing Arroyo lands for park purposes, and the development of a park that will rival that of any other municipality in that section of great natural beauty is assured. Another municipal effort of considerable interest is the joint sewage disposal plant in which South Pasadena is interested with her three nearest neighbors; and still another is the provision that is being made for additional water supply. So rapid was the growth of South Pasadena during the year that arrangements to purchase a temporary additional supply from Pasadena were made, but an independent supply is now being sought.

Building permits for the year have broken all previous records, both for residences and business buildings. The permits for residences have averaged better than one a day.

In strict enforcement of traffic laws, South Pasadena leads all her neighbors. The motorist who can speed through the city without being stopped by a traffic officer is exceptional, and the result shows fewer accidents in proportion to traffic than most places can boast.

South Pasadena has a fine school system, additional units having been added during the year, and others being in course of erection. The South Pasadena High School district includes the city of San Marino.

The city has a zoning ordinance, also, adopted after considerable discussion. It guarantees the orderly development of the municipality according to plan, not helter-skelter, and protects the residence sections from individual eccentricities.

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Altadena

ALTADENA, lying like a rampart along the Sierra Madre Mountains, with its ranches and beautiful residences, is one of the most lovely of the San Gabriel Valley communities, and, like the rest, has had a wonderful development during the past year. Many fine homes have been erected along the Foothill Boulevard, which is now well built up practically to the Mt. Wilson toll gate, and in the neighborhood of the Pasadena Golf Club there has been extensive building, also. Most of this property is well restricted and the types of buildings, in consequence, would do credit to any city.

During the year, Altadena has put in a street lighting system with the most advanced type of highway lighting apparatus. A development of the coming year is a Children's Preventorium, where undernourished and pretuberculosis youngsters from cities may be cared for and filled with health and vitality. This charitable enterprise is backed by a number of wealthy residents, and ground will be broken for its first building in a few weeks.

The past year has seen the establishment of Altadena's first bank, the Altadena branch of the Pacific-Southwest Trust and Savings Bank, which opened its doors early in November.

The Pasadena Golf Club, formerly Altadena Country Club, has continued improvements on its fine course, laid out last year, and its popularity is increasing daily. The club was the scene of the first midsummer dog show ever held in the Southland, in August. This show, held for charity, had more than 400 entries and was highly successful.

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La Canada

THE development of Flintridge Country Club and the Flintridge Model Homes Exhibition did much for the popularity of the community lying to the north and west of Devil's Gate during the past year. The Model Homes exhibition attracted literally thousands of visitors during the early summer, and resulted in the choice of many fine building sites. Practically all the desirable sites overlooking the Arroyo Seco and Devil's Gate lake, formed by the flood control dam built by Los Angeles county, have been taken, it is said.

Those who have a taste for chicken or fruit ranching or dairy farming have their opportunity in La Canada and Linda Vista, the latter a part of Pasadena, in reality, which stretches down the west side of the Arroyo for several miles.

Flintridge has a fine golf course, recently laid out, but already in excellent condition, and the Flintridge Country Club is a favorite spot for social gatherings. The bridle paths which lead from the clubhouse among the foothills have revived the popularity of horseback riding, and in the late fall especially, daybreak and moonlight parties of riders are to be seen frequently.

The building of the Devil's Gate bridge has made the La Canada section easily accessible from Pasadena and Altadena and increased its popularity greatly. Within the past few weeks the last link of improved highway between the bridge and the Pasadena streets was completed.

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Sunnyslope

THIS thriving little community, between San Marino and Arcadia, has shared in the prosperity of its neighbors, and has seen much building activity and many new residents the past year. Its fine highway to Los Angeles has brought many homeseekers, who motor to business in the morning and back to their gardens in the evening, and those who do not motor can readily trolley.

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Mt. Lowe

THE climb by electric car and muleback up the slopes of Mt. Lowe, one of the few accessible points in Southern California where snowballing may be indulged in in midwinter, continues as one of this section's most popular trips with sightseers. They appreciate the novelty of a quick transition from subtropical to north temperate climate—the gardens of a northern summer in the valley, the snow of a northern winter on the heights.

Mt. Lowe is reached by the Pacific Electric Railway, through Pasadena. The electric cars climb Lake avenue and proceed through Rubio Canyon, where a transfer to a cog-wheel incline is made. From the top of this incline, the journey to the summit may be made via burro, for those who do not like walking, and afoot for those who do.

Mt. Lowe Observatory gives the sightseers an opportunity to study the detail of the valley below, and at night to scan the heavenly regions through a medium-powered telescope. The view from Mt. Lowe is superb, with its glimpses of hillside, dale, valley, city, beach and sea, palm, orange grove and pine.

Rubio Canyon is a favorite place for hiking and picnic parties, especially in summer. There is an automobile road to the entrance of the canyon, where is located a Boy Scout camp, provided through the generosity of Henry E. Huntington, which is much enjoyed by the youngsters.

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Mt. Wilson

EXPERIMENTS in measuring the velocity of light and in proving or disproving the Einstein theory of relativity are but two of the activities which go on at the great solar observatory on Mt. Wilson, where the Carnegie Institute maintains the greatest telescope in the world, a gigantic reflector 100 inches in diameter, housed beneath a dome of 100 feet.

For the experiments in the velocity of light, a special reflector was set up the past year on Mt. Baldy, visible to the east, which sends the sun's beams to a revolving mirror on Mt. Wilson. The apparatus was perfected during the summer, and it is expected that next summer's observations will be of great scientific importance and give new information about the size of the visible universe.

The complex Einstein theory is to be tested by means of an apparatus of steel tubing a mile long, through which beams of light will be projected. This apparatus was designed during the past summer and is planned to be erected next summer.

The Mt. Wilson Observatory is the mecca of scientists of all countries. Its director, Dr. George Ellery Hale, one of the foremost of astronomers, is at present in Europe and is not expected to return before late fall, but in his absence a capable staff is carrying on.

The observatory is located at the very summit of the mountain, and is reached by means of an automobile road. The ascent is steep, but perfectly practicable for a good car in good mechanical condition and accidents are almost unknown. It is also a favorite ascent for hikers. Friday is visitors' day.

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San Marino

THIS little city, small in population, but great in wealth, is principally notable as the site of Henry E. Huntington's library and art gallery, which has become internationally famous through the acquisition of the "Blue Boy" and other marvelous paintings. The announcement that the art gallery and library would be thrown open to the public at some date not yet set, was made during the past year. The library is especially rich in collections pertaining to American history, and is not surpassed in this respect in the United States. San Marino is purely a residence community, and is likely to remain so for many years.



LOS ANGELES
"The Great Western Market"
Every Advantage for Industrial Growth



LOS ANGELES has every advantage for continuous industrial growth, including the vital features of ample railway service over three transcontinental systems of which this city is the terminus, a network of interurban trolley lines covering a large share of Southern California, and a harbor which is a port of call for ocean-going and coastwise steamships; a big and constantly growing population; rich resources in raw materials of every kind; an ample supply of labor which works at high efficiency; abundant and cheap fuel and power; a co-operative spirit among commercial and civic organizations and the daily press; unexcelled banking facilities, and climatic conditions which make possible a factory output one-fifth to one-half greater than in more rigorous climates.

The Central Manufacturing District

IN THIS notably advantageous environment the Central Manufacturing District of Los Angeles is now being developed, backed by Chicago, New York, Boston, St. Louis and Los Angeles capitalists, who are providing ample funds to duplicate in Los Angeles the success of the great Central Manufacturing District of Chicago, the plans of which have been adapted to the Los Angeles enterprise.

The Los Angeles project, as in Chicago, comprises three phases, namely, (1) Union Stockyards with modern packing plants adjoining, where the livestock industry of an immense area will be centered; (2) Central Manufacturing District with every modern convenience for efficient functioning of industry, and (3) a "belt line" railway, known as the Los Angeles Junction Railway, with individual siding to every industry in the entire area, and giving a unique service which enables each industry to increase its output very materially.

The Central Manufacturing District will be served by the Los Angeles Junction Railway, which will give direct connection for each industry in the District with every main line railroad and with the Pacific Electric at the through Los Angeles rate, and also will make direct connection with ocean-going steamships at the Los Angeles Harbor. A particularly advantageous facility will be the less than carload shipments whereby industries may ship freight in package lots to any point in the country by merely placing these shipments into a car at its plant. This freight will be taken to the Union Freight House of the Los Angeles Junction Railway and there transferred to cars moving out over any road and to any point, all of this without charge to the industry.

Land values in the district will be maintained at conservative figures. Industries may buy land on which to erect their own buildings, may purchase land and buildings which the District will erect to suit the tenant on long time contracts, or may take long-time leases of factories or warehouses at reasonable rentals.

Spacious streets and boulevards are being laid through the property with adequate sewer and water lines, ample fire protection mains and sprinkler systems, electric power and gas service, express, telegraph, telephone and postal service, street car line service, etc.

Nowhere in the West are conditions more desirable for workers than in the communities surrounding the Central Manufacturing District and it is evident that this will be a Mecca for competent office and factory help of all kinds.

OUR booklet, "THE CENTRAL MANUFACTURING DISTRICT OF LOS ANGELES," will explain more in detail the great advantages that will accrue to the industry located in this industrial center. Write for it, or use the coupon.

Central Manufacturing District
OF LOS ANGELES

J. A. SPOOR, A. C. LEONARD, H. E. FORONTO, Managing Committee.

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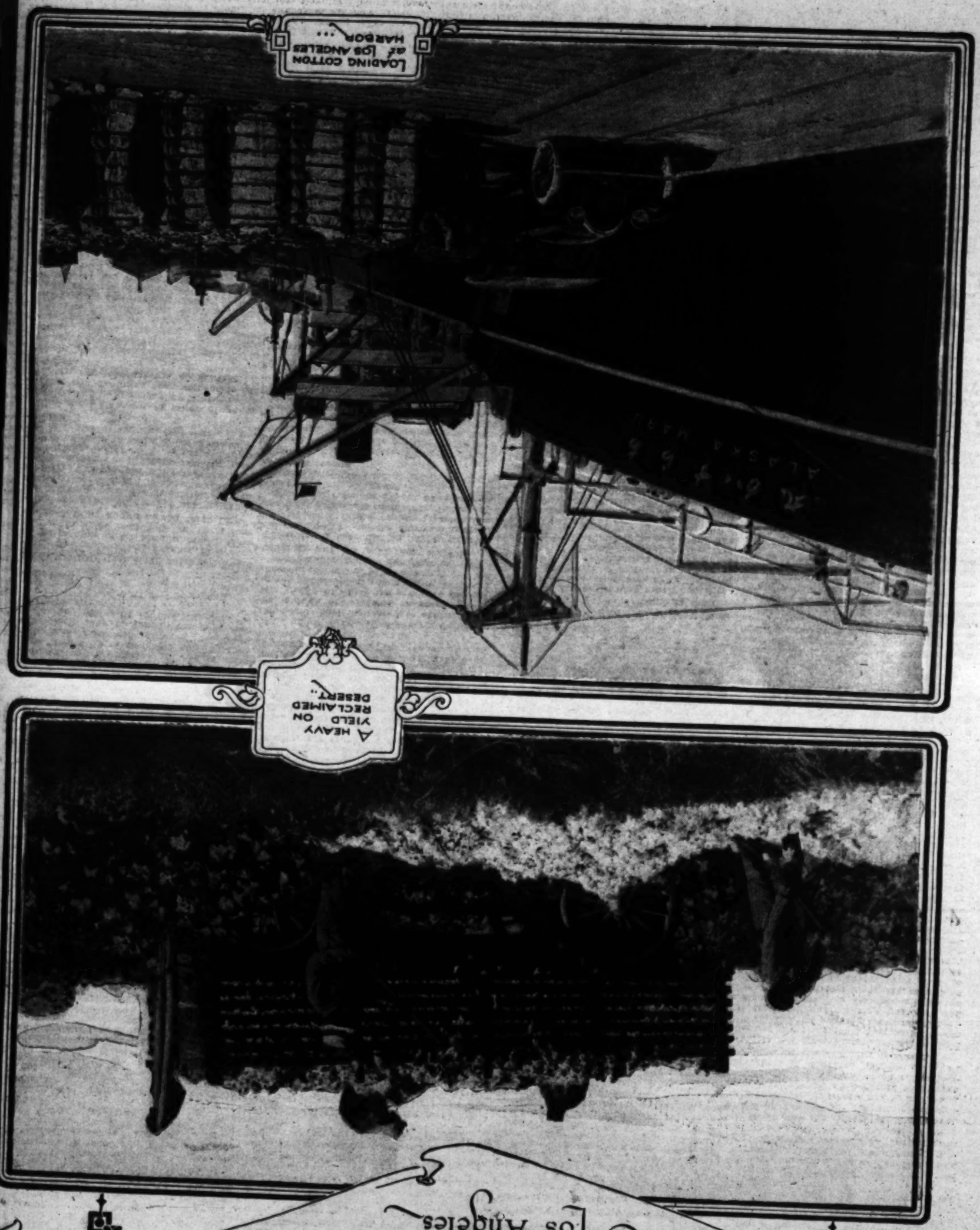
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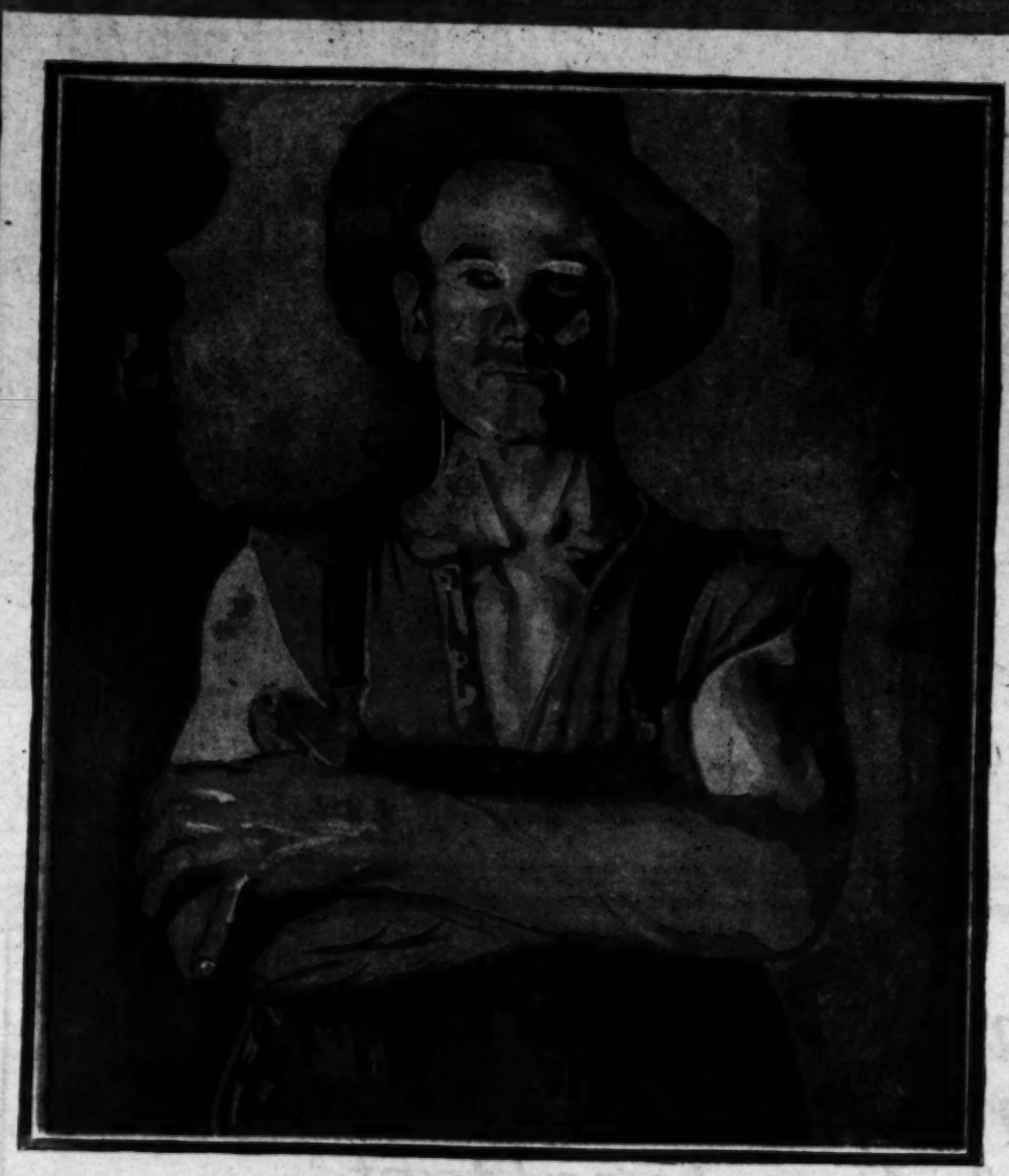
Pasadena

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MEN ARE SQUARE
From a painting 9 by by George A Brooks

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At the City's Gates

Glendale

NINE miles north of Los Angeles is Glendale. The setting for this, the fastest-growing city in America, is singularly beautiful. Lying at the lower end of the San Fernando Valley, at the foot of the green Verdugo Hills, and with the stately Sierras standing as sentinels along the eastern sky-line, Nature, the master workman, has, with enthusiasm, richly endowed the city. With its rose-embowered homes and artistic gardening, it has been made a beautiful spot.

Although directly adjoining Los Angeles and connected closely by social and commercial ties, Glendale is not officially a part thereof. The managerial form of government has proven satisfactory to the citizens.

This suburb, ten years ago, had a population of less than 3000; now it is estimated at 32,000. The building permits for last year surpassed by far any other American city of its size, with a rate of $52 per capita. Though primarily a home city, there are fifty industries located here, a tract of land in the western section, adjacent to the Southern Pacific tracks, having been set aside for industrial purposes.

With an average elevation of 540 feet above sea level, Glendale possesses a climate that is unexcelled. The Glendale Sanatorium, which uses the same methods as the Battle Creek institution, is one of the leading features of its kind in Southern California. The patronage of the institution has so increased within the last few years that it has been necessary to purchase a large piece of land in the foothills, and a costly and beautiful sanatorium building is there being erected. This sanatorium is maintained by the Seventh Day Adventists, as Glendale is the headquarters of the Pacific Union Conference of the Seventh Day Adventists.

The educational facilities are excellent. The Glendale Union High School serves the Eagle Rock district, and has an enrollment of 1500. A million dollar high school plant will be erected in the ensuing year. There are two intermediate school buildings and eleven grammar schools.

Fifteen churches are housed in beautiful buildings. All fraternal bodies have large organizations here. The Woman's Club, with a membership of 600, is completing a modern clubhouse, costing, with its furnishings, $100,000.

Thoroughly equipped libraries add much to the culture and esthetic development of the city. A large number of notable musicians live in Glendale, drawn here because of its many cultural advantages. The Glendale Music Club is famed throughout the State, and the city is fast becoming a musical center.

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Inglewood

INGLEWOOD, just eight miles southwest of the center of Los Angeles, is located in the pathway of the building activities radiating from the metropolis and is in time destined to be known as the "Hub City."

Inglewood has an area of approximately six square miles. The population has increased from 3286 in 1920 to more than 7500 in 1922. The assessed valuation is $4,256,496, an increase of $2,000,000 over last year. Industrially, Inglewood is on the eve of an expansion equal in scope to her home-building activities of the last two years, if not greater.

The main highways in every direction, completed and being completed, serve to encourage manufacturing here, and add to the pleasure and convenience of myriads of motorists.

Every modern convenience is available to the home and industrial seeker, churches, excellent schools, three large banks, prosperous industries and many available sites within an industrial district. A five-cent car fare from Los Angeles is made possible by the purchase of family books. Ninety per cent of the residents own their own homes, which are of beautiful architecture and are modern throughout.

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Eagle Rock City

EAGLE ROCK CITY, a community of homes, is eight miles north of the center of Los Angeles, easily accessible by electric cars and boulevards. It is only twenty miles from the ocean and adjacent to the mountain resorts.

With its wide, clean streets, the seat of Occidental College, it is a typical college town. The coming of more students has been a factor in the growth of the community. The college has a prestige in which the citizens take great pride.

The city was incorporated eleven years ago, and is governed by a mayor appointed by the board of trustees. The expenditure of much money by the city for street improvement during the past year has been well worth while. The paved streets are a source of pride to all citizens and are traveled daily by myriads of motorists.

Eagle Rock Park is a favorite picnic ground. It is under the rock, on which the carving of Nature has placed an eagle in flight, from which the city takes its name. Easter sunrise services are held here each

The business section is located along the main thoroughfare from Glendale to Pasadena, and has many new stores, representing all lines of trade. New and thriving business enterprises and new dwellings are material evidences of the city's growth. Construction of new homes in every section of the city has not been rapid enough to house the growing population, which has nearly doubled during the past year.

Eagle Rock City is one of beauty, of substance and definite progress. The Eagle Rock churches are led by clergymen of unquestioned ability and standing.

The Woman's Club has a beautiful club house, and is noted for its studies in literature, art and drama, as well as for its social activities.

Eagle Rock City has a Carnegie library occupying its own unique, modern building. The large assembly room is used for community purposes.

The school system ranks with the highest in the State, with ample facilities and buildings for the grammar grades, and it is of the high school district of Glendale.

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Moneta

MONETA is one of the older towns of the Gardena Valley, and is located in the center of the richest agricultural district of Los Angeles county. It is fifteen miles south of Los Angeles, and is easily reached by the Pacific Electric Railway and good boulevards.

Truck gardening is the chief pursuit of the residents of Moneta, all of whom take advantage of the rich soil and own small ranches. Lettuce and tomatoes are raised in abundance. A large canning factory is located here and the community boasts of one of the most complete feed and stock provision stores in the section. Dairying and poultry raising are also extensively carried on.

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Compton

COMPTON is ten miles south of the center of Los Angeles, and is but ten miles from numerous beach towns. With an interurban car service unequalled, and four paved boulevards passing through, the location is ideal for this thriving community.

The population is now estimated at 4000. It was less than 2000 in 1920. The growth of the town has been steady, and has increased rapidly the last two years. The valuation of new buildings for the year just past was $300,000, most of the permits being for homes, although a few were for business blocks.

As in all towns of Southern California the educational facilities are excellent. A Union High School, with an enrollment of 1000 pupils, of which the residents are justly proud, occupies commodious buildings. Bonds in the sum of $240,000 were voted last year for the erection of new grammar school buildings and the equipment thereof.

Dairying is becoming an important industry of Compton and the surrounding country, which is famed for its truck-garden products, especially cauliflower, lettuce, tomatoes and cucumbers. An abundance of cucumbers and tomatoes are put up and shipped from the packing-houses of Compton each season.

Shipment of the winter lettuce and cauliflower by truck is made possible by the wonderful boulevards which radiate from here. A new concrete highway was completed last year, and this has been a great asset to the ranchers who employ that form of shipping.

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Hynes, Clearwater, Bellflower

THE center of the dairying industry of Southern California is in the country of which Hynes, Clearwater and Bellflower are the business communities and shipping points for this product. The residents are ranchers and the dairying pursuit has grown from a minor one to a predominating industry. The soil is a rich, sandy loam and very productive. Truck gardening is a profitable occupation. The population of the three towns which are so close in proximity is more than 5000. There are good schools and churches. This rich farming district is traversed by good highways and the Pacific Electric and Salt Lake railroads pass through the section.

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Watts

SEVEN miles south of Los Angeles is the "Midland City," Watts. It is the location of the junction of three main lines of the Pacific Electric Railway, and seldom does one find transportation facilities as they are here.

Because of these excellent railroad facilities, it is a natural manufacturing center of the future, being in the direct path of the industrial expansion of Los Angeles.

Eighty per cent of the residents own their homes. Watts is an ideal homesite for the working man. Many of the heads of families now living here are employed in the beach towns, as well as in the industrial concerns of Los Angeles.

A Carnegie library, in a modern building, set in grounds made beautiful with flowers and shrubs, affords many educational opportunities. The schools of the town are excellent, with a total of five buildings, and plans are being formulated for additional ones with added equipment. There are two banks, seven churches, two theaters and various lodge organizations.

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Maywood, Bell

SOUTH of Huntington Park are Bell and Maywood. Comprising several thousand acres which was once a part of the De Baker estate, these towns and their environs have a population of 8000. Property values have increased more than double during the year just past. Many new business houses of modern construction have been added to the business section since last spring. New homes are being completed every day. More than a score of the big industries of the west are located in this district.

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Gardena

GARDENA is in the midst of an extensive poultry-raising and truck-gardening district, and is ideally located halfway between Los Angeles and the sea.

There are three banks in this community, a part of which is of the city of Los Angeles and a part of the county. More than 7500 people in the district are served by the Gardena postoffice, which includes Gardena, Strawberry Park and a part of Athens.

Gardena is easily reached by two electric lines, and is near the Harbor Boulevard. Upon the completion of the paving of Vermont avenue, which passes through the center of the town, a great amount of traffic will be diverted directly through here and will aid materially to the growth, which has been very steady during the past year.

A chief industry is the hatching and raising of chickens. Many of the prize-winning fowls in egg-laying contests are owned by Gardena residents. One hatchery ships by parcel post as many as 1500 day-old chicks per day during the spring hatching season.

Much acreage is devoted to truck gardening, though strawberries are the principal fruit grown. A preserving and pickling factory is one of the new industries. All of the fruit put up is raised in the vicinity.

A pharmaceutical research laboratory of the wild plants of California is located here. In connection with the laboratory is a botanical garden of medicinal plants, which are here raised and propagated and shipped to all parts of the world.

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Huntington Park

HUNTINGTON PARK is an ideal home city. It is five miles south of the center of Los Angeles, within a half hour's car ride. The main street, continuing the Long Beach boulevard, is more than a mile in length, and is well illuminated by ornamental lights. Through annexation the area has been doubled during the past year. The population is now 8500.

The city is incorporated and is governed by a board of trustees of five members. Fifteen acres of beautiful woodlands have recently been purchased, ten acres to be retained as a city park, while intermediate school buildings are to be erected on the remaining five acres.

The industrial area to the north, where there are foundries, refineries, machine manufactories and lumber companies, contributes to the growth of the community. Though not in Huntington Park, these industries bank there and are members of the Chamber of Commerce.

Huntington Park is the headquarters of San Antonio Council Boy Scouts. All fraternal organizations are well represented. A Woman's Improvement Club is a thriving organization, and occupies its own clubhouse, which is also used by the American Legion Post. There are six churches, and the Union High School is one of the best in the Southland. Its capacity and facilities are soon to be doubled.

San Fernando Valley

LITTLE more than a dozen years ago, the wayfarer, who, having toiled up the tortuous trail of Topanga Canyon to the summit, looked over the 200,000 acres that comprise the San Fernando Valley, and he saw practically a desert.

There were a few settlements that were dignified as towns by courtesy, but that was all. San Fernando, Tolnca (now Lankershim,) Zelzah, Canoga (Owensmouth,) and one or two others. Here and there he saw cultivated fields, little more than garden patches, and more or less stock grazing, but mostly his eye wandered over a desert waste, where chaparral and cactus and sagebrush predominated.

Today the traveler, who rolls up the fine paved highway from the sea, in his automobile, is greeted by a far different picture! Instead of vast desert stretches, a magnificent panorama is spread out before him, and the desert of a dozen years ago has been transformed into a veritable garden spot, not even surpassed by the famed Valley of the Nile for the fertility of its soil. Field upon field of barley, corn, beans, alfalfa, potatoes and other crops are seen while thousands upon thousand of trees—apricots, peaches, plums, avocados, oranges, lemons, walnuts, pears and olives, all producing the highest grade of fruit, dot the great valley from end to end. In addition to these orchards, with their crops of golden fruit, there are fields of melons, lettuce, berries, tomatoes and grapes—in short, everything that grows.

And in this wonderful picture are seen the busy, modern towns of Van Nuys, San Fernando, Lankershim, Owensmouth, Reseda, Chatsworth and Zelzah. Their growth has been amazing!

And all over the valley beautiful homes, with well-kept grounds, line the great highways that cover it from north to south and from east to west, all bordered with trees and shrubs and flowers which compel exclamations of delighted surprise from all who look on the charming picture.

It has not been beauty alone that held attention, for none could look on its bloom and verdure, its growing crops and luxuriant trees, without realizing how rich and productive is its soil. Its appeal is to the man who would gather its wealth, as well as to him who seeks an ideal spot in which to live. When the Padres, traveling along the King's Highway, passed into this valley, they knew they had found another site for a mission. These hardy pioneers had vision and they founded their missions only where the soil was rich and productive and where conditions pointed to future development. They were far-sighted and wise in their day and generation. But other men had vision as well. The land was subdivided, farms were platted, farmers aided in the early development, townsites laid out—Van Nuys, Owensmouth and Marian (now Reseda)—millions were spent in the creation of the new towns and a new country, the Pacific Electric Railway extended its lines from Hollywood, and, in a few short years—a little more than a decade—the transformation was complete. The growth of the valley in the last decade has been phenomenal, yet not surprising. Then came the aqueduct with its possibilities for irrigation, and in 1915 over 100,000 acres of the valley was annexed to Los Angeles and was supplied with water for irrigation purposes, at a cost of over $3,000,000. Water is carried to all sections of the annexed district by steel mains, approximately half a mile apart, and from them distributed to the land by concrete pipes. Of the total acreage, which came under irrigation, the greater part of it is under cultivation, while fully 40,000 acres are under intensive cultivation this year, and planted to all of the leading citrus and deciduous fruits and field crops grown in Southern California. While the acreage under irrigation has not increased materially since 1919, the comparison of crops for the two years shows a big gain both in citrus and deciduous orchards, walnut groves, alfalfa, grapes, potatoes and miscellaneous truck. All of these have greatly increased the producing power of the lands.

One notable feature of the present is the fact that sugar beet culture, which for many years used large acreage in the valley, has been practically eliminated as one of the leading industries. In 1919 there were 3255 acres planted to beets in the valley. This year there are only 132 acres.

The greatest gain is in deciduous fruits and walnuts, where there is practically a 200 per cent; alfalfa, 25 per cent; potatoes, to 14,081 acres. Other remarkable increases are found in apricots, 40 per cent; walnuts, 200 per cent; alfalfa, 25 per cent; potatoes, 65 per cent. Bean acreage in the valley this year is nearly 12,000 acres, with a production of about 150,000 sacks.

The Van Nuys district leads the valley annex in the acreage of apricots, peaches, walnuts, miscellaneous orchards, berries and corn. The Owensmouth district, including Chatsworth, leads in beans, alfalfa, hay and tomatoes. The San Fernando district, including Zelzah, leads in oranges, lemons, potatoes and miscellaneous truck.

The development of the citrus industry in the west end of the valley is notable, the gain in three years being 929 acres. In the citrus section in the old-established San Fernando district, the gain in the same period was only 1097 acres. On the south hills, in the Van Nuys district, the acreage in citrus groves jumped from 92 acres to 135 acres in the three-year period.

The total value of the 1922 crops is estimated at nearly $12,000,000, with a total acreage as follows:

Apricots	2,871
Peaches	2,808
Pears	299
Prunes	26
Olives	1,421
Walnuts	6,065
Avocados	77
Miscellaneous orchard	514
Total	14,081

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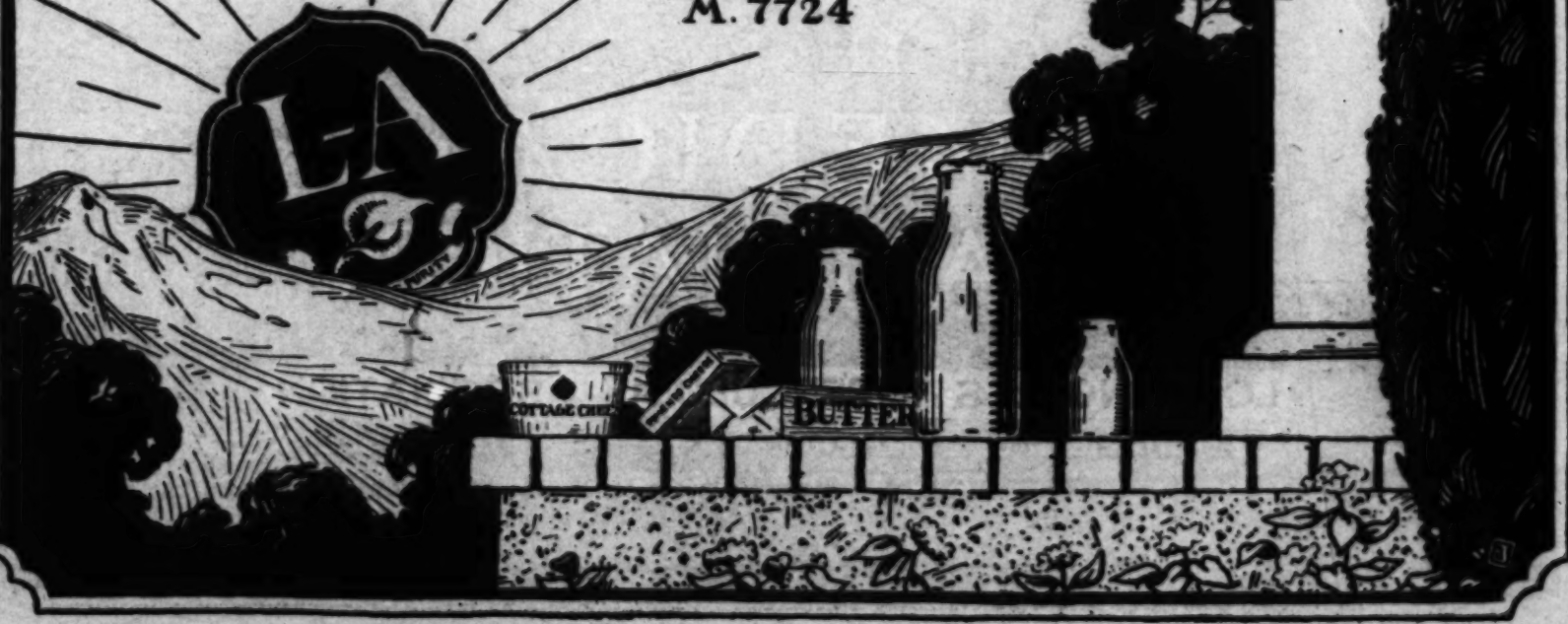
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(CONTINUED)

CITRUS

Oranges	4,327
Lemons	4,062
Grapefruit	105
Total	8,496

OTHER CROPS

Alfalfa	7,078
Asparagus	27
Beans	11,000
Beets	132
Berries	192
Corn	675
Hay	6,300
Grapes	1,335
Lettuce	740
Melons	640
Potatoes	7,720
Sweet Potatoes	150
Tomatoes	1,272
Miscellaneous truck	1,641
Fallow ground	1,000
Total	40,002
Total all crops	62,578

Returns to growers in 1922 have set a new record. A few well-authenticated returns show what fruit growers realized. These, of course, are for those orchards where proper pruning, irrigating and thinning was practiced by approved methods. From twelve acres of apricots, Mark Grimes realized $4800; D. E. Kibbe, from thirteen acres, by drying entire crop, $8000 net, and R. L. Owen, from thirty-two acres of apricots, $20,000. J. H. Stennett got the record return from peaches of over $11,000 for seventeen acres. From baby lima beans, the returns to the growers will reach close to $1,200,000.

Records on the egg industry for the entire valley are not available, but authentic figures for the Van Nuys district show a production of over 60,000,000 eggs for the year, netting the poultrymen $1,500,000. While Van Nuys district leads in poultry production, other sections of the valley are developing along this line and several poultry colonies are now under construction on the west side. A conservative estimate of the revenue for the entire valley will exceed $2,000,000. The second largest hatchery in the State is located in the Van Nuys district.

The dairying industry is growing rapidly and during the past year has shown remarkable progress, not only in an increased volume of business, but also in ratings in the respective classes. The Adohr Stock Farms, Los Angeles Dairy Company, Fred Hartsook, the Hansen Dairy, the Brant Rancho and several others have held, and are holding, commanding positions among dairies of the State. Among them are model plants which are attracting country-wide attention. However, success in dairying is not confined to the big concerns alone, but many small dairies, like small poultry ranches, are showing a handsome profit.

Hog raising is also attracting a number of ranchers who find their experiments in this line highly profitable.

The canning industry is a big one in this valley and not only gives employment to a large number of men, women, boys and girls but affords a home market for fruit and vegetables. While final figures for 1922 are not tabulated yet, a conservative estimate shows:

Apricots, tons packed	1,700
Peaches, tons packed	5,000
Tomatoes, tons packed	4,100
Spinach, cases	35,000

With bumper crops, 1922 was a record-breaker for the valley canneries. It is estimated that the canneries paid for help about $300,000 and a considerably larger sum to the growers.

Berry growing, is also being given attention and while still an infant industry, it has made rapid strides. Strawberries especially have come to the front and for size, flavor and production, stand second to none grown elsewhere, while the big demand and satisfactory financial returns are encouraging many to embark in the business. Raspberries and blackberries are also proving profitable and an experimental vineyard has produced exceptionally fine grapes.

Alfalfa still holds its high place as a money-making crop, six, eight, and even ten cuttings a year being possible.

The small farm and country home idea is taking hold in the valley rapidly. A number of syndicates have taken up large tracts and are subdividing them into one-half, one and five-acre tracts. This is not confined alone to the level-lying land, but the foothills are in demand. One of the notable divisions of foothill land is that of the old Gen. Otis ranch, now owned by Edgar Rice Burroughs, the novelist, who is laying out a literary and artistic colony to be known as Tarzana.

All along Ventura Boulevard, development is rapid and at Encino, a country-club house, of artistic design, is being constructed while the Hollywood Country Club is a popular valley institution.

There is probably no section of the whole country that for its size and population equals San Fernando Valley schools. The buildings are all of striking design and completely equipped while the standard of teachers is exceptionally high. In the Van Nuys high school, special attention is given to agriculture with three teachers in charge with an experimental farm. Here farm mechanics and stock judging are features of the instruction.

* * *

San Fernando

THE oldest, but only in point of years, San Fernando is a going and growing place. In addition to a progressive Chamber of Commerce, its business community is a unit for the development of the city and district. With two newspapers, banks, churches, citrus-packing houses and the shipping point for the products of a great frostless belt, San Fernando is noted for its old mission and fountain, the former being now restored while the historic fountain has already been restored and moved. The mission attracts thousands of visitors annually. The Adventist College, El Retiro Home for Girls, and the county tuberculosis sanatorium are well known institutions of the San Fernando district. In 1921-22 all building records have been smashed. San Fernando has many beautiful homes, and, except for school purposes, is not a part of Los Angeles. The development of its citrus industry has been rapid while great quantities of vegetables are shipped annually.

* * *

Van Nuys

VAN NUYS, although not yet a dozen years old, has taken a commanding place among the cities of the valley. During the past year, building, both for business and residential purposes, has set a new high mark and may reach a million dollars. A part of Los Angeles city, it has a fine branch city hall, an engine company, branch library and other city offices, with the water and light department housed in separate buildings. At this writing, eighteen store-rooms are either just completed or are well under way. A new forty-room modern hotel is also under construction. Van Nuys high and grammar school buildings are among the finest in Southern California, with an exceptionally strong teaching force. Van Nuys has six churches, a live Chamber of Commerce, two banks, two large canneries, fruit-drying plants and the largest pipe organ factory west of the Rockies. With live, progressive business men and up-to-date stores, Van Nuys is the shopping center for a large territory. Its growth has been rapid and the demand for houses far exceeds the present supply. Van Nuys is an ideal home place, its fine paved streets lined with umbrella, pepper, palm and maple trees make it exceptionally attractive. It is only seventeen miles from the center of Los Angeles, with fine boulevards leading to the city and excellent train service by the Pacific Electric and the Southern Pacific railways. It also has the second largest hatchery for chicks in the State.

* * *

Owensmouth, Zelzah

ANOTHER of the valley towns that is marked by phenomenal growth and progress in Owensmouth, the west end city of the valley. Twenty-five acres of rich, productive soil surrounds it and contributes to its growth and prosperity. It has a live lot of business men and its Chamber of Commerce is doing great things for it. Many new buildings have been erected during the past year and the population has materially increased. It is on the Owensmouth line of the Pacific Electric and is an important shipping point. It has a large warehouse and bean-cleaning plant, fine schools, churches, woman's club and banks. It is in the annex district. Recently two poultry colonies have been successfully launched and a new industry born.

Zelzah is an important point because it is on the coast line of the Southern Pacific and is the shipping point for the rich northwest farming district. Zelzah is beautifully located and has many modern business houses and cosy homes. It has a bank, Chamber of Commerce and women's club, with large and active memberships. Its progressive citizens have faith in its future and predict rapid growth during the coming year.

* * *

Reseda

FORMERLY known as Marian, Reseda is the baby town of the valley, but it is a lusty youngster and is already in the dress of ambitious youth. Located on Sherman Way, its tributary territory is under intensive cultivation and each month adds to its wealth and growth. Large quantities of beans, alfalfa and potatoes are shipped from Reseda. It has a Chamber of Commerce, the Reseda Mothers' Club, and many live mercantile concerns.

* * *

Chatsworth

NESTLED in the shadow of the mountains that skirt the north valley boundary, Chatsworth has a charm all its own. It is picturesque and attractive and one of those places that lure the visitor time and time again. Some interesting parts of moving pictures have been made here. Chatsworth is a citrus center and as the groves develop, so its prosperity increases. It has a fine school, business houses, hotel and many nice homes and a Chamber of Commerce.

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Pacoima and Roscoe

BOTH on the State Highway in the northeast section of the valley. The former is a small citrus center, with civic organizations, schools, woman's club, and numerous business houses. Roscoe is being boomed as a poultry section and gives promise of success.

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Lankershim

"THE Home of the Peach" is a sign that greets the visitor here. And it is practically true. This growing, hustling, pushing city has made wonderful strides forward during the past year and has added tremendously to its valuation and population. It is not a part of Los Angeles, although the question of annexation is up at this time. Fine schools, homes and churches make Lankershim a desirable place of residence. Its business depends largely on fruit, but there is a sufficient diversification in its farm production to assure its prosperity. It has two banks, many stores and business houses, a large cannery, and is an important shipping point.

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Universal City

ONE of the largest motion picture plants in the country is located here, and naturally a town has sprung up outside the walls of the picture studio. Many visitors are attracted to Universal City and it is growing rapidly.

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Calabasas

AT THE extreme west end of the valley, Calabasas is yet in the early stages of its development, but owing to its picturesque surroundings it gives promise of a great future. It is on the coast State Highway and is the shopping center of a prosperous grain growing section.

Cahuenga Valley

Hollywood

THE beauty of skilled workmanship in architecture and landscape gardening has been added to the natural ones with which the district is so richly endowed, and Hollywood is one of the garden spots of the world.

The population of this district, which is a part of the city of Los Angeles, varies from 60,000 to 100,000. It comprises an area of several hundred blocks that are closely built up with most attractive and modern apartments, hotels and bungalow courts. The homes are of the most beautiful and exquisite architecture. The business district is along Hollywood Boulevard, and is more than two miles in length. Many business concerns are also located along Santa Monica and Sunset Boulevards.

While Hollywood is primarily a residence section, one of the largest industries of the world, motion picture production, is located here. Almost all of the large producing companies have huge studios, employing thousands of people and producing the great mass of filmed plays that are needed to supply audiences all over the world. Many of the most famous motion pictures have been made here, and with the natural landscape advantages and the sunshine of Southern California there is no place that can compare with it.

The High School is one of the most complete in the State, and occupies a beautiful and commodious group of buildings. The grammar schools attain the same high rank as the High School. The churches, of which there are many, their congregations numbering many thousand, have stately and picturesque buildings in harmony with the surrounding structures.

Hollywood is, in fact, an art center. Many people internationally known in art, music and letters have homes here.

There are many community enterprises. A community theater where actors of high standard produce the best in drama, there is a community chorus held in the High School auditorium, where hundreds go weekly to sing, and a community forum to which all organizations send representatives.

A natural theater, known as the Hollywood Bowl, has been the scene of many artistic productions of drama and music, worthy of the notice of the entire universe.

* * *

Sawtelle

THE location of the Soldiers' Home has made the name of Sawtelle familiar to thousands of visitors. It is twelve miles from the business section of Los Angeles and four miles from the beach city of Santa Monica. Three of Southern California's boulevards pass through this district, which is one of the latest added to Los Angeles.

This community is the center of a farming district; the soil is rich and the production of lima beans, walnuts and winter lettuce is extensive. The population is estimated at more than 5000. There are fifteen churches, good schools, a library and three banks in this district. The growth of the community has been marvelous, new residences are in the course of construction in every part of the district. The building permits for the months of August and September were $1,000,000.

The quarterly pension fund of the Soldiers' Home is banked here, and much of it spent with the local merchants. There are many retail stores, handling a good class of trade.

There is a progressive Woman's Club, housed in its own building, which is also used for community purposes.

* * *

Beverly Hills

AN IDEAL location for the homeseeker is Beverly, nine miles from Los Angeles, and only six from the sea. On the southern slope of the Santa Monica Hills, surrounded almost entirely by the city of Los Angeles, the town of Beverly Hills manifests the prosperity of Southern California in its phenomenal growth during the past year.

In 1853, this townsite was a part of the Rancho Rodeo de las Aguas. It was bought by a syndicate which expected to colonize the acreage. After changing hands many times, the Rodeo Land and Water Company purchased the property and subdivided it, putting in all improvements. Eight years ago the town of Beverly was incorporated. There were approximately 500 residents at that time, now there are more than 3000, fifty per cent of this number coming within the past year.

All street improvements and ornamental lights are in. There is practically no bonded indebtedness. There are thirty miles of paved streets in the city, which covers an area of 3000 acres. Four highways, leading from Los Angeles to the beaches, pass directly through the town. A fifteen-minute car service to Los Angeles gives the residents all the privileges of the city, while enjoying a country home life.

It is a city primarily of homes, though many suburban businesses are locating here.

There are two banks, owned by local people, and excellent markets; in fact, all the essential shops are represented.

A good grade school is maintained, and high school students have the privilege of attending the schools in Hollywood and Los Angeles. A project is now under way to erect a suitable building for community worship. It will be of beautiful architecture, harmonizing with the homes and other buildings of the community.

An average of a house a day was constructed during 1922. The building permits totaled more than $2,000,000. This does not include the fifteen store buildings erected during the year. During 1921 the building permits totaled $1,200,000.

It is a city of beauty and of substance, and has a definite future of prosperity.

* * *

Sherman

UNIQUE, inasmuch as it is an unincorporated district almost entirely surrounded by the city of Los Angeles, is Sherman. Both city and country privileges are enjoyed by the residents, who number more than 2500.

Sherman is the headquarters of the western division of the Pacific Electric, and is the home of many of its employees.

Though not a part of the city of Los Angeles, the children of the community are pupils of the Los Angeles school district. The light and water systems are owned by the community. There are four churches, an active Chamber of Commerce and a weekly newspaper supported by the residents.

Situated on the slope of the Santa Monica Hills, within a short distance of the sea, with good car service from Los Angeles, and progressive residents living in pretty homes, this is an ideal homesite.

San Gabriel Valley

NATURE, in her kindest and most gracious mood, selected and set apart the separate units that most appeal to the comforts of the human family, and they have been parcelled together in Southern California. Most generous was she of the San Gabriel Valley, that valley of romance from the foot of the Sierra Madre Mountains, extending south to the Puente hills, and only twenty-two miles from the Pacific. During the day when the sun shines warmest, there are always the light and cool sea breezes, and the nights are cool and conducive to sound and restful sleep.

The entire valley is beautiful, with its groves of oranges and lemons, for which it is justly famous. There are the shady walnut orchards with the green grasses under the low limbs of the trees, making a veritable fairyland vista.

In the valley are the homes of ranchers, their possessions varying from a half acre

At the City's Gates

Glendale

NINE miles north of Los Angeles is Glendale. The setting for this, the fastest-growing city in America, is singularly beautiful. Lying at the lower end of the San

ground. It is under the rock, on which the carving of Nature has placed an eagle in flight, from which the city takes its name.

Easter sunrise services are held here each Easter morning throughout Glendale. The business section is located along the main thoroughfare from Glendale to Pasadena, and has many new stores, representing all lines of trade. New and thriving business enterprises and new dwellings are material evidences of the city's growth. Construction of new homes is every section of the city has been rapid enough to

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LOCATED at the beginning of the good, the Angelus combines every convenience and home comfort and commends itself to those who wish to be within easy reach of the shops, theaters and all car lines. The Angelus is good enough for anyone and not too good for anyone. For a quarter of a century, the Angelus has been representative of all that is desirable in a hotel. The name mentioned anywhere in the traveled world instantly suggests a stopping place of quality. The Angelus Hotel extends the mantle of its prestige to its guests.

The hotel staff takes pleasure in furthering the comfort and convenience of guests in every particular. For instance, the office of the Angelus is by no means simply a registration desk and source of information. True, it is the first point of contact between the hotel and its guests, and the management strives to make the contact courteous and cordial.

The Angelus was built in the days when space was indispensable to comfortable living, and the bedrooms are more than ordinarily large. Good taste and comfort is reflected in their furnishing. Angelus sleeping rooms are comfortable as well as correct.

The situation of the Angelus is one of particular advantage to the visitor to Los Angeles, in that it commands a corner—Fourth and Spring street.—which is the center of the city's life and color.

Ladies, whether traveling alone or with members of their family, appreciate the sense of comfort and security they find in the Angelus. As an hotel of unquestioned position in Los Angeles, the Angelus offers the very best in accommodations, modern service and distinctiveness, yet the tariffs are not, in any sense, excessive.

The food and restaurant service at the Angelus are of the highest character, and the charges are sensible.



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LOS ANGELES COUNTY
(CONTINUED)

to tracts much larger. All of the homes have added to the beauties of the landscape features.

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San Gabriel

FOUNDED more than a century ago as a Franciscan mission by Father Junipero Serra, the town of San Gabriel is the seat of one of the best preserved of the twenty-one missions along El Camino Real. By the mission and the Mission Play of world fame, the old and quaint town is advertised widely and visited annually by thousands.

The main street of this old town forms a semicircle, and is well paved and lighted with ornamental lights. Pepper trees line many of the streets, as they did long ago, their lacy leaves marking patterns on the walls of the mission, with its century of memories, standing stalwart and still, while carpenters and artisans are building a $50,000 monastery adjoining it.

San Gabriel is an incorporated city, and is governed along strictly business lines. There are more than 3500 residents. The city owns its own water system, pure water being supplied from artesian wells.

A new theater building is under construction, and when finished will represent an expenditure of $250,000. This theater is to house the production of John Steven McGroarty's famous Mission Play.

A $50,000 city hall is in the course of construction. Bonds have been voted for the erection of two new grammar schools.

The social life and club life are equal to that of any city in the Southland. There is an excellent Woman's Club with a membership of 125. There are three banking institutions of the community. An active Chamber of Commerce will have commodious offices in the new city hall.

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Alhambra

THE name "Alhambra" is one of old romance. And that name has been given to a thoroughly modern young city adjacent to the old romantic mission town of San Gabriel.

Alhambra is the "Gate City" of the San Gabriel Valley. Its business center is eight miles northeast of Los Angeles, and within a thirty-minute car-ride therefrom. Its city limits are touched by those of Pasadena, South Pasadena and at the west, Los Angeles.

The numerous beach resorts are within easy reach, and the foothills and mountains are at her door.

The growth of Southern California has been manifested in Alhambra during the past year, where more business concerns have been added than in the five years previous.

As a home city, it is unexcelled, progressive, and a pride in their ownership have made the homes of its 16,000 residents beauty spots.

The assessed valuation of the city is $13,000,000, and the tax rate is very low. The City Manager form of government prevails, which is conducted economically. One of the recent buildings erected on the main street of the town is a new city hall, built for a population of 100,000. All of the business houses are of brick or stone. No wooden business houses adorn the main street. A recent improvement is the ornamental lighting system of the streets.

During the past six months the Chamber of Commerce compiled figures which show that an average of thirty-five families per week are moving into Alhambra.

Last June the citizens voted $750,000 in bonds, $300,000 for additional high school buildings and $450,000 for a sewer system.

The city officials have set aside three hundred acres as an industrial district, entirely away from the residential section.

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Sierra Madre

THIS foothill city has been forging ahead in population during the past year. It now numbers over 3000 inhabitants. Increased car service over the Pacific Electric Railroad is monthly increasing this number. More than sixty new residences and business blocks have been erected during the past twelve months. Owing to the rapid growth, additional school buildings have just been completed to furnish increased schooling space for the 400 pupils now attending the grammar school, with its corps of fourteen teachers. Formerly looked upon solely as a health resort for tubercular and kindred ailments, this city is taking its place as a thriving and bustling municipality, with all the advantages of the larger cities in the Southland.

The postoffice has now been placed in the second class, with a city mail delivery twice a day. Funds have been voted by the city officials for a survey of grounds belonging to the municipality upon which to lay out a public park. The county supervisors are having a survey made for the continuation of Huntington Boulevard into the city, rights of way having been secured for this project some time ago. A moving picture corporation is figuring on the erection of a suitable show house. An energetic executive board of the Chamber of Commerce now holds weekly luncheons, at which many new civic development plans are being launched for the coming year. A large parish house has been erected by the Protestant Episcopal church, which will accommodate several hundred persons, and will be used for meetings and entertainments in connection with the church. The Roman Catholic church recently finished a parochial school, and during the coming year will erect a new church. A new automobile road has been built, with a large parking space in the foothills, being a continuation of the Sierra Madre Canyon road, and extending three-quarters of a mile into the mountains.

With an all-year salubrious climate, a bountiful rainfall in season, increasing business opportunities and substantial residences, this city ranks among the foremost of the foothill towns and richly deserves its adopted slogan of "High and Happy." The altitude here varies from 900 to 1400 feet above sea level. New settlements are springing up in the canyons and thousands of mountain hikers weekly enjoy the many mountain roads leading from this charming suburban city of homes.

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Monrovia

MONROVIA, a home city in the heart of the San Gabriel Valley orange belt, is but nineteen miles east of Los Angeles, along the famous Foothill Boulevard. It lies at the base of the beautiful Sierra Madre Mountains, overlooking the fertile San Gabriel Valley, the very center of Southern California's outdoor playground. thirty-five miles from the beaches and forty miles from the mountain vacation lands of the Big Bear Lake district. Much progress has been made in Monrovia during 1922. In 1921, the total of building permits reached $626,718, while during the first eight months of 1922 the permits reached the sizable sum of $602,143. During the past five years postoffice receipts have increased 55 per cent. Municipal improvements of the past four months total more than $100,000. The municipal school system is considered one of the best in Southern California. A staff of sixty teachers is required for the 1600 students.

The rapid growth of the city, now expanding more swiftly than at any time in its history, is affecting the country adjacent, which is rapidly filling up. Small ranchers and poultrymen are laying out and cultivating miniature ranches upon a most profitable basis, some of the most valuable crops in the country being raised in this district.

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Covina

COVINA is the center of the citrus-growing industry of Los Angeles county. There are more packing-houses in the radius of Covina and vicinity than in any other community of Southern California.

There are four miles of paved streets in this town, one mile square, and plans are going forward for the paving of all the streets. The population exceeds 2000. All of the residents own their own homes. It is a rural community, the people enjoying a fellowship found only in such a community.

There is a Men's Club which is purely a social organization, although they sponsor any and all movements for the advancement of the town. Most of the various lodges have organizations here. There are eleven churches, and the schools are typical of California's best.

Situated at the foot of the Sierra Madre Mountains, the climate is unexcelled. There is not a more desirable place for a home in California among the orange groves than in Covina.

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Azusa

AZUSA, widely known for her splendid citrus groves, is one of the famous orange districts of Southern California. In addition to some of the finest orchards in the State, the city is becoming one of the typical home towns of the Southland, with splendid school facilities, beautiful homes and well-paved streets. Azusa's population is now 3500 and growing rapidly. Azusa is twenty-five miles east of Los Angeles, on the main line of the Santa Fe and Pacific Electric railways, as well as the Foothill Boulevard.

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Arcadia

ARCADIA is today the land of opportunity. Nowhere in Southern California has more rapid progress been made than in the little city founded and made famous by the late E. J. ("Lucky") Baldwin, whose magnificent country place, Santa Anita Rancho, lies within the corporate limits of the city. The strides being made by Arcadia and Arcadians are amazing, even in a country of remarkable growth. Business houses are springing up, new homes being built by the score, and from every side home builders and investors are pouring in.

The recent attention of the Southland was fixed upon Arcadia with the announcement that this district will probably be the next to be tested for oil, several big producing companies having been quietly investigating during the past few months. But the city does not need oil to attract newcomers; a combination of wonderful soil and wonderful climate, fifteen miles from Los Angeles, a location on two transcontinental railroads and one electric, as well as two of the most famous boulevards, offers ideal living conditions that Southern Californians are not slow to take advantage of. The result is that Arcadia is one of the most rapidly-growing districts in Southern California, and even now, with realty values what they are, offers some of the most attractive investments to be had anywhere.

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Glendora

A LISTING of Glendora's banking resources, its splendid religious, civic and business buildings, its fine schools and handsome residences would be to give this city, lying between Azusa and Pomona, on the Foothill Boulevard, the title of being an ideal representative of the modern Southern California city. Like most other communities of the San Gabriel Valley, Glendora's principal industry is citrus-fruit growing, oranges leading, with lemons a strong second, one of the orange packing-houses having the largest output of any in the State.

All modern accessories of the city—pure water, gas, electricity, a splendid Woman's Clubhouse, and representation of the leading fraternal orders, conspire to add attractiveness to this foothill community.

A magnificent new City Hall, with surrounding park and playgrounds, a new up-to-date Citrus Union High School building and many other important public structures show an excellent building progress for the last few months. Over 125 per cent gain in population has been made during the last decade. This steady growth of the community insures a prosperous and happy future for Glendora, "the Pride of the Foothills."

Pomona

POMONA, "The Place Where You'd Like to Live," is a thriving city, beautifully located in the center of the great citrus belt of Southern California, thirty-two miles east of Los Angeles, with an altitude of 860 feet above sea level. To the north lie the Sierra Madre Mountains from which the melting snow carries the splendid water supply to Pomona for domestic use. These mountains, with their beautiful and numerous small canyons, afford near-by camping grounds, which are used by hundreds during the vacation season, while the splendid highways leading to the sea give those who love the ocean an opportunity to be at its side in only a few hours.

Pomona inhabitants are a busy people. In addition to the great citrus industry, there are rich and fertile lands adjoining the city which are adaptable to diversified farming. Deciduous fruits of all kinds thrive and produce abundantly. Walnuts, berries of all kinds and vegetables are grown in lagre quantities. Much cauliflowerr is shipped to eastern markets. Grain, wheat, oats, barley and alfalfa are grown extensively and add much to the output of the valley. Dairying is developing very rapidly in the community. The poultry business has gone ahead during the last few years with leaps and bounds. Under the supervision of the State Farm Bureau, Pomona is conducting an egg-laying contest which is proving of great benefit to the industry throughout the State. Many new chicken ranches have been started this year.

There are also important industries, the largest of which is the Pomona Manufacturing Company. From this factory deep well pumps are sent throughout the United States. Two large canneries, one large dry yard and several smaller ones, provide employment for several hundred people during the packing and drying season. Just east of Pomona is the largest vineyard in the world in which over 5000 acres are planted to grapes.

Pomona schools have few equals. Pomona College, with nearly 1000 enrolled, the senior and two junior high schools with over 1400 students, the grade schools with an enrollment of over 2000 from kindergarten up to high school age, the Pomona Junior College with academic recognition, the Catholic Academy of Holy Names, and the Webb School for Boys, give the community educational facilities unsurpassed. A new $500,000 high school building was finished for the September opening of school last fall.

Pomona has four parks. Ganesha, the largest, has fifty-seven acres, well planted, splendid drives, beautiful views of the valley from Point Lookout and Inspiration Point. large and well equipped picnic grounds, plunge, tennis courts, ball grounds, swings and other amusements. The Greek Theater, located in Ganesha Park, is a beautiful structure, the stage and dressing-rooms being of reinforced concrete. Temporary seating for over 2000 persons is now provided, and when completed this will be one of the finest amphitheaters in the land.

The Mountain Meadows Golf Club, situated west of Ganesha Park, is said to be one of the finest courses in the State. All of the heavy grading is finished, and playing is going on on one-half of the grounds while the other half is being put to green. A splendid clubhouse is being erected.

Two newspapers, one evening and one morning, are supported by the community.

The first annual Los Angeles County Fair, held in Pomona in October, attracted thousands of people from all over Southern California and distant points in the State. Covering the forty acres dedicated by the city of Pomona for the fair grounds are permanent buildings for the live stock, poultry, agricultural and art exhibits; a half-mile race track, grand stands, and barns for the racing and show horses which furnish the programs.

Pomona is often referred to as the city of homes and churches, there being thirty-four religious organizations, most of which own their own buildings. Three of these are valued at over $250,000 each. Pomona has just completed a Y.M.C.A. building costing over $300,000. The fraternal spirit of the community is shown in the many old and substantial orders which have splendid organizations here.

The population of Pomona is over 17,000, over 85 per cent owning their own homes.

Located on two transcontinental railways, the Southern Pacific and Santa Fe, also the Pacific Electric Railway, with hourly service to all points in Southern California, and on splendid highways leading to all parts of the State, Pomona is indeed "The Place Where You'd Like to Live."

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Chino

CHINO is one of the most progressive small communities in Southern California, owning its own water system, while electricity, gas, telephones, sewer system and miles of paved streets make it a very desirable little city. Chino already has school buildings that cost $250,000 and has just voted $119,000 additional bonds for the erection of a new high school auditorium and grammar and elementary school buildings. Chino has educational advantages not excelled by any other city of like size.

Varied products are grown in and around the city. Vegetables, fruits and grain are grown in the Chino Valley; to the north and east, peach and walnut orchards abound; while west and south, apple orchards and large beet lands are numerous. Large grain and alfalfa fields are also to the south. Several large hog and dairy ranches also thrive.

Chino is the home of the California Junior Republic, noted boys' school, located about three miles southwest of the city.

The Libby, McNeil & Libby cannery, American Beet Sugar Company factory, Puente Oil Company refinery, Chino walnut-packing house and Chino Apple Growers' Association are the principal industries.

Chino held its annual Community Fair the first week in November for the purpose of exhibiting the varied products of the valley, which have justified the slogan, "Chino, Where Everything Grows."

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Claremont

CLAREMONT is but an hour's drive from Los Angeles. It has a population of over 2000 and an altitude of 1200 feet.

Claremont is an unequalled educational center. Pomona College, with its limited enrollment of 800, (limited because it has not the building space to accommodate a third of the applicants for admission,) supplements the splendid public school system. Pomona College has a national reputation, its graduates are eagerly welcomed into the leading graduate schools of the world. Its buildings and grounds form a spot of rare beauty.

Claremont is in the very center of the greatest orange and lemon-growing district in the world. This district is noted for its freedom from frost and its particular success in growing navel oranges. There are four citrus packing-houses, which ship some 3000 cars of fruit annually.

The Claremont water system is fed by pure mountain streams. There is none better in the country.

Claremont is also unique in having a single church which ministers efficiently to the entire community. More than twenty denominations are represented, making it practically a community church.

Excellent transportation facilities are afforded by the Santa Fe and the Pacific Electric railroads and the close connections with the Southern Pacific and the Union Pacific in Pomona.

Claremont has the usual business organizations for the supply of the community wants. Its Chamber of Commerce is actively engaged in work to improve the city.

The Claremont Inn, an excellent hotel, and a beautiful golf course are numbered among Claremont's attractions. The advantages of music, art, literature and drama which the college offers its students are shared by the entire community.

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San Dimas

SAN DIMAS, in the center of the Los Angeles county citrus-fruit belt, is located thirty miles east of Los Angeles. It is served by the Southern Pacific, Santa Fe and Pacific Electric railroads, and both the



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The Famous "Cocoanut Grove" for Dancing
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Al Fresco Breakfast Porch

and a Cuisine for Luncheon, Dinner, Tea and Supper Parties that makes entertaining here a delight both to the host and guest.

The Alexandria

The city's leading downtown hotel, in the center of the Theater, Shopping and Banking district. Epicures from all parts of the world have praised the distinctive cuisine of this hotel. Franco-Italian Dining Room, Peacock Room and Ballroom are ideal for entertaining. Self-Service Restaurant on lower floor.

Rancho Golf Club

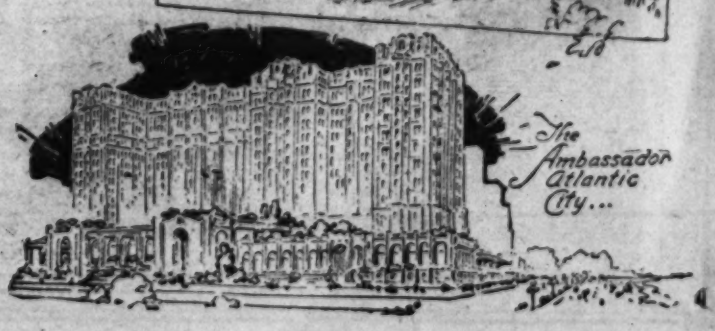
available to guests of both hotels. At each of these hotels the RATES ARE MODERATE. Special arrangements for CONVENTIONS, with every facility, may be made through Managers of The Ambassador and Alexandria.

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LOS ANGELES COUNTY
(CONTINUED)

Covina and Foothill boulevards pass through the town.

The San Dimas lemon-packing house, the largest in the world, has a storage capacity of 200 cars for curing, with the latest scientific methods. The orange-packing house has a capacity of six to eight cars per day, and an ice plant and cooling rooms of forty carload capacity. Two independent packing-houses are also situated in the city. The Exchange Orange Products Company, commercializing citrus fruits which heretofore have not been marketable, operates a large plant here.

San Dimas Canyon, north of San Dimas, is a resort which houses many fine mountain cabins and also the big flood-control dam which has just been completed at a cost of $600,000.

San Dimas has a fine view of the high mountains to the north and the beautiful San Jose Hills to the south. It is situated in a rolling valley and has many beautiful home sites. The climate is unsurpassed. A Union High School has recently been completed at a cost of $250,000 and the town also supports an excellent grammar school. Two banks, five churches, a live newspaper and ample business houses of various kinds serve the community needs.

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La Verne

THE city of La Verne is situated in the foothills south of the Sierra Madre Mountains, 1000 feet above sea level, nestled among 3000 acres of beautiful orange, lemon and walnut groves.

La Verne has paved streets and many beautiful homes. It is famed for its excellent educational institutions, a $250,000 high school, $125,000 grammar school, and the seat of the La Verne College. In connection with this college is a $50,000 girls' dormitory and a $50,000 gymnasium.

For the caring of the citrus fruit grown, there is a lemon and two of the largest orange-packing houses and precooling plants in California. The citrus returns for this district exceed more than $1,000,000 yearly.

La Verne is situated on the main boulevards, thirty-two miles east of Los Angeles, served by the Pacific Electric Railway, with hourly interurban trains to Los Angeles and the beaches. It is on the main line of the Santa Fe Railroad and the branch of the Southern Pacific lines.

To the south, in the San Jose Hills, is the Mountain Meadow Golf Club, conceded by golf experts to be one of the finest natural golf courses in America. Adjoining the Golf Club to the east are the Los Angeles County Fair Grounds, the largest in Southern California.

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Puente

PUENTE is in the heart of one of the largest walnut and citrus-shipping centers in Southern California. The walnut crop is handled in the largest walnut-packing house in the world, the La Puente Valley Walnut Growers' Association. Over 3000 tons of walnuts are marketed from the district annually. Two large packing-houses handle the large citrus crop, which is second only to the walnut output.

Lying as it does in a low, hilly country, Puente is practically frostless, and lemon groves are making their appearance quite rapidly throughout the valley. This land sells for about $5000 per acre. A 2600-acre orange grove, the largest in the South, is located here.

Puente schools are unsurpassed and a large school bus is run regularly to take pupils to and from their homes.

An oil field is being developed east of Puente and, during the past year, 400 front feet of business structures were erected on Main and adjoining streets.

The city proper has a population of 1000, and is surrounded by a well-developed and intensively-cultivated country.

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El Monte

EL MONTE, thirteen miles east of Los Angeles, in the center of the most fertile district of the San Gabriel Valley, offers city advantages to those who wish to live in a rapidly-growing suburban town.

With an up-to-date sewer system, municipal water plant, paving on practically every street, modern business houses, fine churches and schools, El Monte has a name for progressiveness among the San Gabriel Valley towns.

El Monte is not a one-crop community. Its remarkable diversity of crops makes it one of the leading trading centers of Southern California. Last year El Monte shipped 1500 tons of English walnuts; 7410 tons of celery, cauliflower, cabbage and tomatoes; 850 tons of sugar beets, 1150 tons of apples, 8700 tons of milk, in addition to carloads of poultry, flower seeds and manufactured goods. El Monte is also known as a dairy and poultry center.

The membership in the Chamber of Commerce, over 500, in a town of about 1800, indicates the type of people in the community. Public park, zoning plan, an up-to-date theater and school buildings are among the chamber activities.

The date-packing plant, radio equipment plant, two walnut-packing houses, two canneries and a fruit-preserving plant furnish employment for many, and hundreds are employed on the flower seed, vegetable and poultry farms, walnut and apple groves and dairies in the near vicinity of the town.

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Spadra

SPADRA, a small community located three miles west of Pomona, is made up of citrus, walnut, hay and grain ranches surrounding a small residential settlement of modern and substantial homes. During the past year a modern, Spanish type architecture grammar school has been built to replace an old wooden structure which had stood since the town was founded. The Diamond Bar Ranch, owned by Frederick E. Lewis, 2nd, the largest of its kind in this vicinity, comprises over 10,000 acres, and while hog raising is specialized, large herds of cattle may be seen roaming its acreage. Blue ribbons are won regularly and in good number by stock exhibits from this ranch. The C. S. Smith ranch, the Stearns, Fryer and Hartig ranches and the Cecil George ranch are among the most prominent in this vicinity. The Pacific Colony, a State institution for morons, is located near here.

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Bassett

MIDWAY between Pomona and Los Angeles lies a stretch of fertile country known as Bassett. Surrounding the railroad station at this place are many large ranches and dairies, the latter supplying a large quantity of milk and farm products to Los Angeles. Within the past year, many of the large ranches have been subdivided into small acreages, and, as a result, many new homes have been built by small farmers and also by people living in the cities who find it convenient to live in the country and motor to and from their work daily.

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Walnut, Otterbein

WITH the building during the past year of a new grammar school and also a new walnut-packing house, the Walnut and Otterbein district is making rapid strides. The Walnut Growers' Association's new walnut-packing plant is one of the largest and most modern in the country, all the latest improved machinery having been installed. The heavy black soil which characterizes this section is especially adapted to the raising of oranges, lemons and walnuts, while several large hay and grain ranches are located on the hills surrounding. The Diamond Bar Ranch and the Rowland Cattle Company operate large pastures near Walnut. This community is located eight miles west of Pomona on the famous Valley Boulevard, and is also the connecting point of the Brea Canyon road and the Valley Boulevard, the former being the connecting link to Orange county. Both the Union Pacific and Southern Pacific main lines run through the district.

Whittier—Los Nietos

Whittier

IN THE group of cities that form the Southern California constellation, there is none that shines with more distinctive radiance than Whittier, a city of some 12,000 inhabitants, situated twelve miles east of Los Angeles.

The five points that have made Whittier a star of the first magnitude in her group are her people, her college, the citrus, walnut and oil industries. Any one of the three industries named would amply support a city ten times as large as Whittier.

Whittier was settled and named by Quakers, a group of pioneers having come to the Los Nietos Valley in 1886, and, looking toward the hills, decided in favor of the present location of Whittier. At that time the land was uncultivated and wild mustard blooms made the ground a veritable carpet of gold.

It was for their beloved Quaker poet, John Greenleaf Whittier, that the Quaker City was named, and the principal business thoroughfare named Greenleaf avenue. Following out this idea, the intersecting business street was named Philadelphia street, for the well known Quaker City of the East.

While the first settlers were principally Quakers and for a number of years they predominated, they do not constitute the overwhelming majority that they did originally. Still, there are two institutions that stand out pre-eminently Quaker, and must always remain so; they are the Friends church and the Friends (Whittier) College. The church is the largest Friends church in the world, in point of construction and also in point of membership. Rev. Frank W. Dell is the pastor. The building is of red brick, and is an imposing structure, with interior finish of mahogany. It was during the pastorate of Dr. Henry Edwin McGrew, now president of Penn College at Oskaloosa, Iowa, that the new church was built.

Whittier College, while a denominational school sustained by the Friends church, is attended by students from many other denominations, and last year drew from twelve different States. It has the largest enrollment this year in the history of the school. There are more than thirty members on the faculty. Dr. Harry Noble Wright is president.

The growing of oranges and lemons was one of Whittier's first enterprises, the rolling foothills near by producing fruit of exceptional excellence, the sheltering hills to the north providing protection, when many acres of lowland groves suffered from cold. The annual output of oranges, lemons and walnuts runs up into the millions of dollars.

Since the discovery of the immense oil pool underneath Santa Fe Springs, only three miles from Whittier, the town has grown at a tremendous rate, in fact eclipsing the flamboyant boom days of 1888. The oil workers and others interested in oil prefer to make Whittier their home, rather than the Springs, in order to get away from the noise and confusion of the operating wells. Many of the men interested in oil at Montebello, and also in the East Whittier Potrero Heights districts make their homes in Whittier.

A half million dollars is now being expended in new school buildings and equipment.

Sixteen churches have their own temples for worship, many of them being buildings of great architectural beauty. Fraternal organizations flourish, and there is a Woman's Club of inestimable value to the educational and social circles of the city, and a Woman's Auxiliary to Whittier College, both having a large membership of representative women. Mrs. John E. Coffin is president of the Woman's Club, and Miss Retta Cook president of the Auxiliary.

Whittier has five banks, into which a stream of gold is annually poured by the citrus growers, oil men, professional and business men and women of the city. The business district is very compact, and as an evidence of its activity, it may be noted that not a business location, large or small, has been vacant for any length of time during the past years.

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East Whittier and La Habra

LA HABRA, the gate city to Orange county, is situated twenty miles east of Los Angeles and an equal distance from the mountains and the sea. It is upon the beautiful State highway that connects Los Angeles and San Diego, and has two transportation lines, the Southern Pacific and the Pacific Electric railways.

The fertile valley of which La Habra is the commercial hub is rich in orange, lemon and walnut groves, and being protected by the low ranges of foothills, is admirably adapted to the raising of avocados, California's semitropic fruit which is gaining much favorable notice among epicures. There are 1545 acres of full-bearing citrus groves and 2190 acres of young groves not yet in bearing.

Oil has, perhaps, had as great a part in the making of La Habra as has all the other industries combined, for many of the employees in the near-by oil fields find their homes in this little city of comfortable, small cottages and large enterprises.

There are two banks, the First National Bank and the Citizen's Community and Savings Bank. There are two churches, the Baptist and the Community. La Habra's grammar school is her particular pride, built along the lines of the mission type of architecture, with terraced lawns and semitropic palms and other ornamental shrubbery. It is an ornament of which any community might well be proud. The school district is enumerated at 2700. There is an enterprising Chamber of Commerce, a Men's Commercial Club and a Woman's Club, all giving valuable aid in putting La Habra on the map as one of the snappiest, happiest little cities of Southern California.

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East Whittier

EAST WHITTIER is justly famed for a number of things. A trinity that always attracts attention is the wonderful orange groves with the handsome modern homes, the school building that took an $800 prize as the most artistic building and grounds of any suburban school in Los Angeles county, and the Hacienda Country Club. Whittier has repeatedly invited East Whittier into her municipal fold, but East Whittier has been coy and declined. She has practically all the benefits of an incorporated city, without city taxes. The community is rich, radiant and redolent.

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Rivera

RIVERA, four miles west of Whittier, was once famed as the greatest walnut-producing territory in the United States, and is still a strong contender for that distinction. Some of the land originally planted to walnuts has been found suitable for citrus fruits, so the two industries thrive side by side. There are two citrus packing-houses and one walnut packing-house. Rivera is served by the Santa Fe and the Pacific Electric railways. There is a State bank, a lively business center with the usual general merchandise stores, shops and garages. Many handsome suburban homes dot the community.

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Santa Fe Springs and Los Nietos

SOME one "got loose," to use a football term, at Santa Fe Springs last year, and roamed around with Aladdin's lamp, and when the sleeping inhabitants awakened they saw a forest of oil derricks and a stream of liquid gold, or its equivalent in oil, pouring from many of the wells. The story of the discovery of oil and the development of one of the most spectacular and highly productive oil fields in the United States, reads more like a fairy tale than a solid reality, backed up by bulging bank accounts.

There are a score of companies operating, prominent among them being the Standard, Amalgamated, Union, General Petroleum and others. Producing wells are being brought in nearly every week, but not every well drilled is a producer.

Los Nietos is one of the oldest communities in Southern California. It has two transportation railway lines, the Southern Pacific and the Pacific Electric. It is adjacent to Santa Fe Springs, and is enjoying the prosperity brought about by the big discovery in oil. Citrus and deciduous fruit raising and walnut growing form the principal industries.

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Downey

DOWNEY has the distinction of having once been a rival of Los Angeles as the metropolis of Southern California, and at that time bade fair to eclipse the famed City of the Angels. Downey has not retrograded, but Los Angeles has outstripped her, just as she has outdistanced all other cities of the State and Coast.

Downey has a Masonic lodge, established more than a half century ago, and still operative and flourishing. October 18, 1872, Downey Lodge No. 220, F. and A. M., was organized. There were thirteen charter members; of that number, only one survives: he is Judge A. S. Gray, Downey's "Grand Old Man."

The assessed valuation is $10,240,000 and the population 5400. There are two banks, with $1,280,000 in resources and $1,081,000 deposits. Downey is but twelve miles from Los Angeles and fourteen miles from Long Beach. It has one steam railway, the Southern Pacific, and two bus lines, the auto operating between Los Angeles and Downey, Long Beach, Whittier and Pasadena.

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Artesia and Norwalk

SOMEWHAT older than their sister city, Whittier, who has outstripped them in growth, these two smaller cities are typical Southern Californian municipalities, content in the past, complacent in the present, and confident of the future.

Artesia has a population of about 800, a bank, public library, Woman's Club, a beautiful new grammar school building and the usual general merchandise stores and shops. Artesia claims the distinction of having the largest electric hatchery in the world, poultry raising being one of the profitable industries of the district.

Dairying is also carried on extensively, while beet raising for the near-by sugar beet factory at Alamitos forms a lucrative occupation for a large number of ranchers living in the community. Truck gardening is found to be very profitable here, and most kinds of deciduous fruits do well. There are three churches, the First Christian, Methodist Episcopal and Christian Science.

Norwalk's business center is compact and competent. A well-organized Commercial Club operates along the lines of a Chamber of Commerce in a larger city. A number of fraternal organizations flourish here. There is a bank, public library and three churches, the Congregational, Methodist Episcopal, and Advent. The population is more than 1000. Particular pride is taken by the residents in the handsome new Union High School building, one of the most artistic of its kind in the Southland. The enterprising little city has taken for her slogan, "Watch Norwalk Grow."

Along the Beaches

Santa Monica

SANTA MONICA, with its famous Palisades, beautiful wooded canyons, high and mighty mountains, long stretches of sandy beach and gorgeous sunsets, has been aptly called the "Pearl of the Pacific." Lying in the shadows of a range of sea-kissed mountains, fourteen miles from Los Angeles, with a climate that is noted for its uniformity, Santa Monica is yearly the mecca for thousands of tourists.

Covering an area of over eleven square miles, Santa Monica-by-the-Sea, as it is now known throughout the State, claims a population in excess of 23,000. Noted for an exclusiveness untouched by snobbishness, residents flock to Santa Monica at the rate of 4000 a year. A city distinguished for its metropolitan features, it is also noted for the

The BLACKSTONE

APARTMENT HOTEL

Long Beach California



The BLACKSTONE—located directly on the ocean—is Long Beach's finest and most perfectly appointed Apartment-Hotel. Entirely new. Exquisitely furnished and equipped, catering to those who appreciate the best in home-like environment.

Eight stories of solid comfort with large, commodious Sun Parlors on each floor overlooking the ocean. Single and Double apartments and Hotel rooms. Private showers and Dressing Rooms for Bathers. Billiard, Music and Ball Rooms. Guests enjoy Golf and other privileges of the beautiful Virginia Country Club.

HOWARD J. SCOTT
Owner and Manager

LOS ANGELES COUNTY
(CONTINUED)

beauties which Nature has lavished upon it. To the north, adjacent to the beach road, stretch the famous Santa Monica and Topanga canyons. One is a haven for authors and artists, the other a rendezvous for sportsmen and outing clubs.

Santa Monica Bay forms the western boundary of the city, its beach famous for its safety slope and extensiveness. A great crescent of mountains runs along the northern coast, and the Palisades, three miles long, rise 150 feet above the beach, the plateaus and foothills forming a natural amphitheater. A project for the purchase of the beach along the water front is now being agitated by various civic bodies of Santa Monica. At the present time the major portion of the beach is owned by private individuals, who have the right and authority to do with it as they please. Purchase of the property, which undoubtedly will take place in the near future, will involve the expenditure of several million dollars.

In the last decade, Santa Monica has grown from a mere beach resort to a city dotted with homes and prosperous business enterprises. Its public schools are noted for their beauty and thoroughness, and represent an expenditure of nearly $3,000,000. More than 5000 pupils are accommodated in the grammar and high schools of the city.

Indicative of the wonderful advance made in building during the first nine months of this year, permits for over $3,000,000 have been issued, and realtors and city officials confidently expect that the four-million mark will be passed by the first of the year. Last year building permits totaled but slightly over $2,000,000.

Santa Monica has more than 200 miles of the best paved streets in Southern California. The total assessed valuation of Santa Monica and Ocean Park, which are under the same municipal government, is over $21,000,000. Public property in the two sections is valued at $2,803,977. The city owns its own water system, and the electric lighting facilities compare with any other city of its size in the State. There are two public libraries, with over 60,000 books in circulation.

Postal receipts for 1921 were $76,103.61. For the first nine months of 1922, the receipts passed the $70,000 mark.

Social activities are many. Amusements abound in the bay district along the ocean front. Clubs include the Rotary, the Merchants' Association, Young Men's City Club, Woman's Club, American Legion, Chamber of Commerce and Greater Santa Monica Club.

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Ocean Park

OCEAN PARK, while a part of the municipality of Santa Monica, has erroneously been regarded as a separate district. Located midway between Venice and Santa Monica, and deriving advantages from both, Ocean Park has attained an enviable reputation as an amusement center par excellence, and as the home of a spacious and magnificent auditorium which is an assembly station for numerous prominent conventions every year.

The culmination of a community plan years ago, this splendid edifice in modified Moorish architecture, seating nearly 2000, represents an investment of approximately $350,000. Flanking it on either side are hundreds of high-class amusements and concessions. Near by is the Dome pleasure pier, recently completed. This pier, with the Pickering pleasure pier immediately adjoining, establish one of the most substantial, if not the largest, pleasure piers in America. The massive structure, including the extensive municipal auditorium, extends far out into the ocean, with an approximate width of 1000 feet. Erection of this pier cost nearly $750,000. Just north of the pier is the new Dome theater, which was recently completed at a cost of $250,000.

While primarily an amusement center, Ocean Park is rapidly becoming the permanent home of incoming residents. In the last two years the business section has reached proportions that will justify the claim of a separate and distinct community in a few years, and a completely built-up section from Venice to Santa Monica.

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Venice

VENICE, the "City of Canals," the peer of western beaches, safe throughout the year, an amusement resort without a rival on the Pacific Coast, yearly attracts twelve million people. A pleasure resort primarily for the jaded novelty seeker, it nevertheless has hundreds of costly suburban homes and a choice residential district of steadily increasing value.

The people of Venice are cosmopolitan. Their business interests are varied, but one and all are inculcated with the ideal of a bigger and better Venice, a city which is destined to borrow the reputation of the Riviera of France. Picturesque, with its winding streets and canals spanned by artistic bridges, and bordered with variegated lights, the night lends an old-world atmosphere to the town.

Venice was founded in 1907, with 305 inhabitants as a venture. Today it has more than 35,000 population. Proud of its educational facilities, Venetians will point with pride to the Union Polytechnic High School, representing an expenditure of over a half-million dollars. Like its sister city, Santa Monica, Venice has two libraries. As a resort for tourists, Venice is admirably situated, for a complete network of automobile boulevards radiates to all sections of California, and the service of the Pacific Electric Railway puts its pleasures within forty-five minutes of Los Angeles.

A thoroughly-equipped fire department, with trained metropolitan men at the helm, has made fire insurance rates in Venice surprisingly low. The assessed valuation of Venice is over $16,000,000, and the bonded indebtedness has been kept at the small sum of $70,000. Bank deposits have passed the $3,000,000 mark. As the healthiest resort the year round, the death rate is the lowest on the Coast, only 6.90 per 1000. The mean temperature for the past forty-four years has been around 62 degrees.

These and other features have advertised Venice's name throughout the country. The transient tourist is rapidly becoming the permanent resident, houses being built in the Venice district at the rate of twenty per month. Accommodations, both winter and summer, are manifold, more than 250 high class apartment-houses and hotels being available throughout the year. As the amusement season extends the entire twelve months, mechanical joy-contrivances operate the entire day. Two huge amusement piers (the Venice pier being the most artistic and carefully planned on the Pacific Coast,) are in themselves distinctive of Venice's welcome to the visitor.

Controlled since its founding through a board of commissioners, Venice citizens are now seeking to change their form of government by framing a new charter commensurate with its growth and activity. An elaborate sewerage program is also being planned.

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Redondo Beach

PERHAPS at no other time in the history of Redondo Beach has there been such an era of development as has characterized the year 1922. During the past nine months, Redondo Beach, always recognized as a city of unsurpassed beauty of topography, lying as it does on a gentle slope along a circle of shallow beach, has become the mecca both of homeseekers and investors, the latter having become a decisive factor in the remarkable business development of the past few months. Three new banks are numbered among the institutions which the development of the city has brought forth recently, with a corresponding number of new achievements in every line of industry. Situated as it is, the center of a large tributary territory, the present trend of improvements must needs be permanent, and indicative of unlimited promise.

The city itself, now released from the bondage of private interests by the purchase of the North Beach, has begun a program of construction work, which not only includes an expenditure of $150,000 for the improvement of this beach, but a further purchase of the Huntington-Redondo Hotel and grounds for a public park and library building. The tract, which is composed of seven acres in the heart of the city, overlooking the ocean and directly adjoining the south beach, will lend itself readily into the transformation which is planned for it, giving Redondo Beach a municipal park second to none in Southern California.

A Junior High School is soon to be built, to care for the overflow attendance at the Union High School, and additional grounds are soon to be purchased for the schools, for use as athletic fields. The handsome buildings which comprise the High School group already are a source of real pride, and much of the efficiency of the entire school system is credited to these splendid buildings and equipment. A convent building for the Sisters of the Order of St. Joseph is also under construction.

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Hermosa Beach

HERMOSA BEACH, located eighteen miles southwest of Los Angeles, served by four great boulevards, has developed within the past three years into one of the most important beach cities of the Southland. It is located on one of the most attractive natural municipal sites in the greater bay district, fronting for two miles on the ocean and its municipal borders extend inland for a mile, gradually rising into picturesque hills.

Rapid transit is maintained by the Pacific Electric Company for both freight and passengers, and the city is also served by the Santa Fe. The retail business establishments of Hermosa Beach are practically all new and offer the latest ideas in individual architecture. Among the industries represented are the Prouty Manufacturing Company, making porcelain insulators for the electrical trade, and the Hermosa Glass Works. This establishment is employing over 200 workmen and is turning out a high class window glass.

Hermosa Beach is known throughout Southern California as the beach of the white clean sand, and the gentle sloping of the ocean bed permits bathers to go out into the water 500 feet with absolute safety. The finest pier on the Pacific Coast has been built here by the city. It extends 1000 feet out into the ocean and is devoted exclusively to the pleasure of fishing parties and sightseers.

Hermosa Beach has a population of 5000, which is being increased at the rate of approximately 200 a month.

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Manhattan Beach

MANHATTAN BEACH, situated on the lower circle of the Santa Monica Bay crescent, to the north of Redondo Beach, and Hermosa, with its two miles of wonderful beach, has made rapid progress during the past year, not only by doubling its population through the colonization of numerous outlying tracts just being built up, but by the addition of a number of new industries.

Many splendid buildings and residences of the better type have been built here during the past year. Building activities have more than doubled the combined figures of the permits for 1920 and 1921. Not only has construction of a $45,000 pleasure dome at the municipal pleasure pier have added to the many attractions which are offered.

There is a fine municipal building, a water supply of the finest quality, wonderfully-paved and ornamentally-lighted streets, giving the city an air of general well-being which makes it attractive to homeseekers who can fully appreciate the best in climate and an ideal environment.

Manhattan offers splendid fishing and bathing facilities and visitors are always eager to return to make their permanent homes.

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Long Beach

LONG BEACH, famed throughout the world as the Queen Beach City of the Pacific, pinned another medal on her breast during the past year when she took her place in the front rank of oil-producing centers of California. Signal Hill, at the city's backdoor, with its limitless wealth of black gold pouring from the ground through more than a hundred wells, and with gasoline absorption plants under construction and oil refineries planned for, has given the city of Long Beach a tremendous boost forward in the industrial world in 1922.

But, in spite of the feverish activities in her local oil fields, where men have become rich over night, Long Beach has not overlooked a single opportunity to tell the world of the many advantages offered there to industries of other kinds. The result has been that today there is more than $18,000,000 invested in industries of every kind and the industrial pay roll approximates nearly ten millions a year. Its industrial concerns number 190 and they employ more than 8000 workers.

The rapid growth of the city from the standpoint of population continues at such a rate that the best efforts of the city administration and public groups to keep abreast of the influx have not been entirely successful. New situations growing out of increased population and increased business activities have made frequent changes of the city ordinances necessary during the year and considerable study has been given to questions of zoning, acquisition of additional water front property from private interests, the construction of an adequate auditorium near the beach to replace the present famous but obsolete structure, and the rebuilding of streets in the downtown section.

Apartment-houses and private residences have gone up so rapidly and in such numbers during the past twelve months that the attention of the entire building world has been drawn to Long Beach. In spite of the number of new homes and apartments, however, the demand for living quarters by those who take up residence in the beach city and find there their ideal has been too great for the builders.

Everywhere in the business sections of the city new buildings have been constructed or are now under course of construction. Banks have built themselves new and modern homes. Business enterprises, whose growth has been rapid in keeping with that of the city, have demanded and obtained larger quarters and everywhere during 1922 there has been a decided hum of building activity.

Building permits for the year, according to the best estimates of those in close touch with this industry, will reach a total of $20,000,000 for the year, it is said. Postal receipts are expected to reach a half-million dollars.

For the third year Long Beach has been a close contender for second place in the State of California in the matter of building activities. San Francisco now holds that coveted record but the beach city's building activities are increasing so rapidly that local boosters are confident that the honor will be wrested from the Bay City next year.

But it is not the humming industries, the towering oil derricks and miles of new pipe lines, important as these are, that attract the hundreds of thousands of visitors to Long Beach each year, its miles of beautiful sandy beach, its parks, its quiet, residential sections that offer rest and peace to the seeker of these things are the factors entering into any study of the annual tourist turnover. The past year has been a remarkable one in many respects in this regard. Always regarded as a favorite week-end resort city, Long Beach has entertained thousands of motor parties from other cities each week during the entire summer of 1922. Careful checks by traffic police have shown as many as 5000 automobiles entering the city per hour by a single route. Other routes into the city have added similar quotas to the inrush of visiting tourists. Thousands of others have visited the city each week through the medium of steam and electric trains.

Perhaps the greatest stride forward during the year from a civic standpoint has been the completion of the new city hall on West Broadway. The fine big eight-story structure occupies a commanding view of the entire countryside and, with its four big towers, affords a range target for the motorist for miles around. In addition to the various city offices, the building will, when its furnishings are completed, be shared by the police department. The city jail, emergency hospital and juvenile ward will be established there about the second month of 1923, it is said.

Long Beach is distinctly a city of churches, no less than seventy houses of worship, many of them among the finest examples of church structure in the United States, being located there. A Y.M.C.A. building, rated as one of the largest and most complete in the State, occupies a prominent downtown location and the Y.W.C.A. is another institution of which Long Beach is justly proud.

More than 16,000 children are enjoying the benefits of free education in Long Beach schools. Here, as in other departments of city activity, there is a close race between supply and demand. With twenty grammar schools and a greatly enlarged Polytechnic High School group now serving the educational requirements of the city, Long Beach is struggling to care for more school children. A junior high school and several grammar schools, now under construction, will help to take care of the crowded condition of the schools before the close of the present school year, it is said.

Long Beach has a splendid harbor which, when properly developed, will bring the city additional fame. Efforts of a far-seeing faction to induce the citizens to vote harbor bonds for this purpose failed a few months ago but the spirit which is making Long Beach great will not be content with the results of that election. The possibilities for a big harbor, similar to the one developed by Los Angeles to the westward, are too great to be lost sight of and 1923 gives promise of a tremendous harbor development program.

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Seal Beach

SEAL BEACH, the resort town where thousands of tourists go each year to enjoy the excellent facilities of "a bathing beach without an undertow," is one of Southern California's noted attractions. Noted for its night life, its splendid dancing places and attractive cafes, Seal Beach has been the mecca for motor parties from Los Angeles and other cities for many years.

Located five miles east of Long Beach and twenty-seven miles southeast of Los Angeles, the little town is easily reached by means of excellent boulevards through attractive countryside. The past year has been marked at Seal Beach by the splendid growth of the town itself, by its development and by its increasing popularity among surf bathers and seekers after recreation.

A $50,000 water system has been completed during the year, a new concrete pavement from Electric avenue to the big pleasure pier, hundreds of new homes and expansion of the big cafes has made Seal Beach more attractive than ever to the tourist. The estimated population is about 2000.

Soldiers' Home

Soldiers' Home

THE Pacific Branch of the National Home for Disabled Volunteer Soldiers is ideally located one-quarter of a mile from Sawtelle, twelve miles from Los Angeles, and within four miles of the mild Pacific. It consists of nearly one thousand acres of farm lands, beautiful lawns and uncultivated hills and ravines, on the southern slope of the Santa Monica spur of the Sierra Madre Mountains. This acreage was selected in 1887 by Congress, and there is no lovelier spot in the Southland. It is easily reached by Pacific Electric cars to Sawtelle, and a short bus ride takes one to the Home. Wilshire Boulevard passes the gates.

There are more than a hundred buildings on the grounds. Among the latest to be constructed is the tubercular hospital, lo-

(CONTINUED ON PAGE FIFTEEN)

CALIFORNIA PINE BOX DISTRIBUTORS

MORGAN, WALLS & MORGAN

Some of the most important and imposing buildings in Los Angeles have been planned by Morgan, Walls & Morgan, pioneer architects, with offices in the Van Nuys Building, Seventh at Spring street. This firm of architects was established in 1876 by the late Octavius Morgan. At that time most of the important business institutions were established in the block nearest the Plaza. In 1888 John A. Walls entered the firm and O. W. Morgan has been associated since 1910.

Combining elegance, beauty and the practice of common sense in architecture, this firm has consistently aided in the beautification of Los Angeles. Since establishment the firm has conducted its activities in every branch of architecture. Examples of its efforts include everything from medium-sized homes all over the city to many of the more elegant larger commercial buildings.

BOOS BROS.' CAFETERIAS

The hotel and cafe industry demands the attention of many men with high ideals, who aim constantly at perfection, and reinvest much of their profits in the best equipment, most sanitary surroundings, high quality food—everything conducive to their patrons' comfort.

In the eight cafeterias comprising the system conducted by Boos Bros. in Los Angeles, San Francisco and Avalon, patrons are provided dining and rest rooms that would do credit to the finest hotels of the country.

Everywhere the artist's touch is noticeable in pleasing color schemes, beautiful carpeting and lighting effects, and an efficient ventilating system.

In keeping are the large kitchens, models of neatness, where lavish expenditure has provided the last word in sanitary arrangement. The most scrupulous housewife would delight in the spotless kitchens in Boos Bros.' cafeterias.

The food—after all the greatest drawing card—is kept up to that degree of perfection which attracts and holds customers year after year.

The finishing touch is found in Pryor Moore's orchestras, known throughout the West, which entertain diners with music such as one hears only in the best music halls or theaters.

CUPID BOWS AND COSMETIC SURGICAL ART

A revival of interest in this Surgical Art brings to public notice wonderful results which are daily being accomplished by modern Plastic Surgeons.

One of the most interesting lines of this work is found in mouth and lip changes, as result from the methods practiced by Dr. Floyd Brown, the well known Los Angeles Surgeon.

He maintains that overly large mouths are most satisfactorily narrowed, or made smaller, by median line operations rather than by the older and more common incisions at the corners of the mouth. Some of his arguments for this preference are: First—one operation in place of two; 2nd—no possible injury to the natural nerve and blood supply; 3rd—no interference with muscle action at the mouth corners; 4th—the undisturbed normal corners of the mouth in place of possible expressionless and scarred effects. The counterbalanced muscle pull is undisturbed, and leaves the patient with a normal play of expression about the mouth.

Again in reducing the thickness of a lip, the removal of elipses, or a V-shaped furrow, while reducing the size of the lip or Vermilion border, destroys somewhat lip expression. This takes greatly from the clear cut lip outline we most admire, and detracts from the pleasing expression.

The method, as followed by Dr. Brown, is one of removing the excess of tissue from inside the lip fullness at such place and in such quantity as reduces the oversize without the removal of a wide mucous membrane surface. This does away with the drawn or distorted appearance when sutured. As he expressed it, "The proper removal of excess tissue allows the lip to collapse to the desired contour."

Strange as it may seem to the layman, Cupid-bow effects, rolling the lips in and out, or thickening thin lips, is all done by delicate operations on the inside of the lips and cheeks, consequently with no scars to show. "Very simple operations," so the Doctor states, "for one who knows all the little tricks."

Long neglected by the general Surgeon, Cosmetic Surgery now comes to the front at the demand of our modern times for greater beauty and symmetry of features.

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beauties which Nature has lavished upon it. To the north, adjacent to the beach road, stretch the famous Santa Monica and Topanga canyons. One is a haven for authors and artists, the other a rendezvous for sportsmen and outing clubs.

Santa Monica Bay forms the western boundary of the city, its beach famous for its safety slope and extensiveness. A street-

Some Crops Grown in Los Angeles County



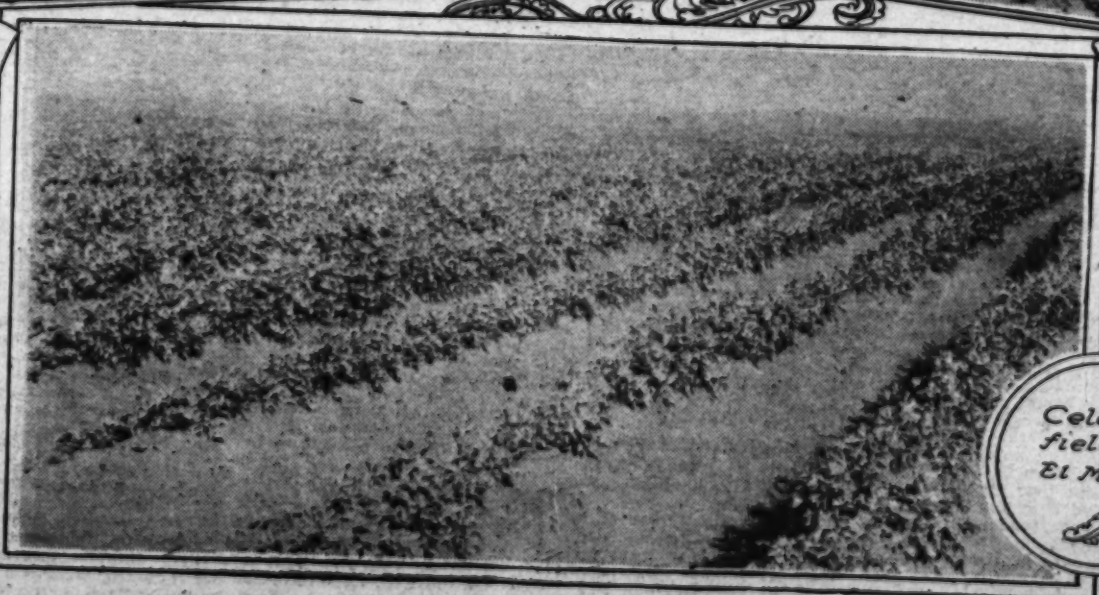


A large field of New York special lettuce in Los Angeles County





A field of onions in Los Angeles County



Field pumpkins as an intercrop in a walnut grove

Celery field near El Monte

LOS ANGELES MANTEL & TILE
1924 EAST 15TH STREET

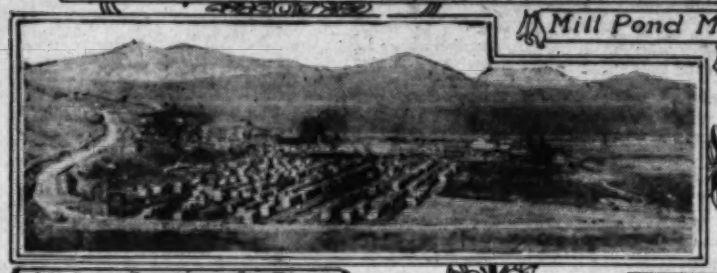
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MORGAN, WALLS & MORGAN

CALIFORNIA PINE BOX DISTRIBUTORS



Mill Pond Mc Cloud River Lumber Company
Mc Cloud, Cal.





Algoma Lumber Co. Plant
Algoma, Ore.



Box Factory of The Weed Lumber Co.
Weed, Cal.



Loading Logs at Camp 20
West Side Lumber Co.
Tuolumne, Cal.

Handling Box Shook in The Los Angeles Warehouse

Los Angeles Warehouse
Third and Alameda Streets Covering an Acre of Ground



WHILE enjoying your morning grape fruit, glass of orange juice, cantaloupe or such deciduous fruit as you prefer, you will doubtless be greatly interested as well as surprised at the part that the lumber and box shook industry plays in bringing these fruits to your table.

One of the most important factors in this industry is the California Pine Box Distributors of San Francisco. This concern is organized along the same lines as the co-operative fruit producers of the State which have become world-famous in this method of handling their product, and in the very nature of things is, to quite an extent, a partner with the fruit grower and shipper and should be regarded by the general public in the same light—that is, a co-operative institution for the benefit of the consuming public as well as its own members. It unifies the source of supply, making better distribution possible, and its ability to concentrate its immense production in order to take care of a given fruit crop has had a very marked influence in building up the fruit industry of California.

Handles Manufactured Shook

The California Pine Box Distributors is composed of some twenty-two members, owners and operators of lumber plants extending from Klamath Falls, Oregon, to Central California, including the extreme southern timber producing portion of the Sierras. It is a sales agency handling the shook manufactured by its members through the central office in San Francisco on a strictly co-operative plan, being a non-profit, non-capital stock organization.

Its combined output is some 10,000 cars of an average of 25,000 board feet per car, or a total of 250,000,000 feet of shook. Assuming an average of three feet to the box, this would mean over 80,000,000 boxes and as this constitutes about 70 per cent of the entire manufacture of California, one can readily grasp the enormous quantity of lumber necessary to box the fruits of California. A few examples will suffice to show the specific commodities included in this total.

In citrus fruits—oranges, lemons, grape fruit, etc., the movement is from 20,000,000 to 25,000,000 boxes annually, normally. Canned goods of all kinds require about 12,000,000 boxes and cantaloupes about 6,000,000 crates. It is almost impossible to figure the amount of crates used in the vegetable business, particularly in Southern California, the Imperial Valley region alone using from 300 to 500 carloads of shook.

20,000,000 Lug Boxes

One could go on with these figures in deciduous fruits to an extent that could hardly be grasped by the average reader but these examples will suffice. One item alone, however, should be mentioned and that is the wine grape consumption. There were used last year in the boxing of wine grapes over 20,000,000 lug boxes, known to the trade as the "Los Angeles Lug," which package originated in Los Angeles. This sounds like an anti-Volstead argument, but the fact remains that the law permitting the manufacture of wine to a limited extent in the private homes all over the country, has brought about a peculiar situation. The juice of the grape formerly concentrated in the form of wine and bottled and barreled is now shipped in the original fruit, which requires a box to carry it to destination and with the usual ingenuity of California fruit shippers, working in conjunction with the box manufacturers, they have produced the most practical form of package for this purpose.

In handling the distribution of this enormous production, the California Pine Box Distributors has established branches at Sacramento, San Jose, Watsonville, Fresno, Los Angeles and Brawley, where warehouses are maintained for distributing the production in wagon-load lots to the smaller trade, though the bulk of the business is handled in carloads direct to the packing-houses throughout the State.

1,000,000,000 Feet of Lumber

A great deal of time and thought must necessarily be given to planning ahead to meet the enormous demands, because, when the fruit is ripe, the boxing must be on hand to take care of it. As California's lumbering operations cannot be conducted in the winter months because of heavy snows, the operating period is confined to about seven or eight months in the year when the lumber must be manufactured and seasoned so that the consumers can have their boxes during the non-operating months of the winter. This particularly applies to the citrus and vegetable crops, two of our largest crops. The investment necessary for this production is something enormous and in order to produce the amount of box lumber necessary, estimated at around 350,000,000 feet, about three times this amount in footage must be produced, or 1,000,000,000 feet of lumber annually. This large extra production is necessary because only about 25 to 33 1-3 per cent of the product is suitable for box-making. The process of manufacture extending from the woods of the timbered slopes of the Sierras, down through the sawmills and box factories, is a very intricate and highly specialized business, employing thousands of men and reaching into numerous other lines of supply business.

All Difficulties Overcome

It has been estimated that there is no other single business in the country so far-reaching in its collateral relations to other industries, as the lumber business. Some of these mills are located in such difficult country that their only means of transportation is by flume for a distance of sixty miles. Others have their own railroads ranging from thirty to sixty miles in length, either for logging or hauling their lumber after it is manufactured. One of the institutions, located in a particularly difficult country, evolved a most original plan of transportation. An aerial cable tramway, patterned after those used in carrying ore, was installed and by this means transports the product from sawmill to railroad, a distance of five miles, across an elevation of over 5000 feet. The lumber is loaded in unit packages of about 350 feet, going out over the line every three minutes, giving a ten-hour capacity of 100,000 feet per day. This operation, together with the long flumes, is probably the most interesting to view, though almost any of the mountain lumbering operations of California and Southern Oregon greatly interest sightseers. With the opening up of the magnificent highway system of California, many of these mills have become more accessible and the public can see where the boxes come from and how they are made.

Accompanying photographs of some of these lumbering scenes are extremely interesting. They are typical of the general operations conducted by the box industry of California and Southern Oregon. With particular reference to the Los Angeles branch of the California Pine Box Distributors, the warehouse here occupies about an acre of ground.

Southern California Operations

The Los Angeles branch is conducted under the very able management of the local agent, Mr. J. W. Jacobson, with a corps of assistants, and the general direction of the Brawley branch is also handled from Los Angeles, Imperial Valley being tributary to Los Angeles. Mr. Jacobson's agency covers all of the territory south of the Tehachapi to San Diego.

While there are several good-sized local factories for making up the box in its complete form, the bulk of the Southern California business is handled in shook either through the depot by auto, or in carloads direct to the packing-houses.

Thus, the operations of the California Pine Box Distributors have had a large and healthy influence in building up Los Angeles, as well as the whole of Southern California.

Wide Range of Products

Perhaps nowhere else in the world exists a compact and intimate territory, in area equal to that designated as Southern California, which has such wonderful capacity and wide range of products. From Italy, Greece and France as well as more northerly wine-producing districts of Germany and Austria, have come the majority of the parent stock which makes of the interior valleys vast gardens. Immensity enters into the consideration, for, at one point, Cucamonga, there is one of the largest vineyards under one control in the world. Lug boxes of the California Pine Box Distributors, here as well as elsewhere throughout the Southland of California, play a most important part.

Year of Activity for San Bernardino Count

THE farmer and the overall-clad man of industry, standing shoulder to shoulder, swept San Bernardino county into the front rank of Southern

Big Gains in Population—Assessed Valuation Increases $450,000.
Extensive Highway Improvements

being more than 12,000 boxe in the fee
and thousands privately owned. The
pens on the Fontana company's ranch al
duction of 100,000 boxes in the district is

Orange County's Wonderful Progress

Soil and Oil Production Totals One Hundred Million Dollars Great Building Activity Shown

Featured by a mammoth total of construction activity, 1922 gave its full measure of devotion to Orange county, and this community of only 500,000 acres ended the year with a soil and oil production of approximately $100,000,000 and a building and improvement total of fully $15,000,000. Hundreds of thousands of dollars went into new school buildings, many more for business and industrial buildings, and millions into the building of homes. Eventually, it is said, Southern California will be one mammoth city from the seashore to the hills, and this prediction is rapidly coming to pass, judging from Orange county's 1922 record. With a population that is increasing by the thousands every year, a building total that consistently increases in volume each succeeding year, a soil and oil production that each month becomes more intense, and a climate that attracts for both industry and pleasure, it is predicted that all of Orange county is launched upon a solidly-founded boom that will keep it abreast of the rest of the Southland as each succeeding year rolls by.

BUILDING activity such as never before seen, increased oil production, and extensive expansion of industrial and commercial lines, marked the year 1922 in Orange county, already famous for its diversified production of farm and garden. It was a year of intense progress and every corner, nook and cranny of the 500,000 acres known as "Nature's Prolific Wonderland" felt the benefit of the forward strides everywhere in evidence.

The county government, municipalities and school districts seemed to vie with each other in "speeding up" the community's advancement, and private money also "loosened up" to remarkable extent, with the result that additional structures of every kind are to be seen on every hand, either newly completed during the year or still under construction.

The spirit of co-operation was more in evidence and the various communities not only worked for their own individual advancement but also for the general progress of the county as a whole. A splendid example of this spirit is seen in the progress toward a joint outfall sewer system, with Santa Ana, Anaheim and Fullerton co-operating in the project, and with the prospect also that later the city of Orange will join them in the undertaking. These various communities had been enduring conditions that were not entirely satisfactory, with individual sewer farms, etc., but for several months civic leaders had seen the need of an outfall system and gradually the project was worked out. By fall the legal obstacles were cleared away and there was every prospect that the project, running into several hundred thousand dollars, would be completed by the fall of 1923.

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Orange County Fair

ANOTHER splendid example of county-wide co-operation was the Orange County Fair, held September 27-30 at Santa Ana, and declared by all to have been the most successful event of its kind held in the county's history. Given up by the city of Huntington Beach because it had become too great a burden for the smaller community, the county fair was taken over jointly by the Santa Ana Chamber of Commerce and the Orange County Farm Bureau, and an executive committee representing these two organizations was formed, and carried the fair through to a most successful conclusion, with nearly 75,000 people visiting the tents, and a sizable cash surplus on hand after the event was over. Business, agricultural and industrial lines all joined hands. The exhibits of live stock, farm products, handiwork and manufactured articles undoubtedly will bring returns to the entire county for many months to come.

The second California Valencia Orange Show, held at Anaheim in May, under auspices of the Anaheim Chamber of Commerce, also was an event of considerable magnitude and featured as it had never been before the great Valencia orange industry, which annually brings into this county several million dollars. Elaborate decorations and striking feature displays marked this exposition, which in two years has established itself as one of the annual events of importance in Southern California.

The city of Fullerton did itself proud on November 11 by acting as host to all other county communities in a mammoth Armistice Day celebration, with parade and athletic program, participated in by hundreds of civic, fraternal and business organizations.

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County Improvements

THE county of Orange, through its Board of Supervisors, expended large sums of money in public improvements of a diversified nature that will be a benefit to many people in the years to come. The most generally-useful activity, probably, was the continued improvement of highways, nearly a million dollars of county and district money, under the supervisors' control, going into road and bridge-building work during the past year. Twenty-two miles of existing pavement were strengthened by the addition of new thicknesses on top of the old, varying from two inches to eight inches in thickness, and ten miles of new pavement were laid, making a total of approximately 215 miles of paved highway inside the county and outside of incorporated cities. The new construction included a new artery into Anaheim from the north, and nearly six miles from El Modena into Santiago Canyon and Orange County Park, a road that is used and enjoyed by many thousands of people from all Southern California. New bridges were built over the Santa Ana River at Richfield and West Seventeenth street, Santa Ana, and smaller bridges over Coyote Creek and the San Gabriel River, near the western edge of the county, and Toro and Aliso creeks to the south, while the river bridge near Talbert was raised and lengthened.

Additional improvements in the continued development program at Orange county's 160-acre park were carried out, which makes this an even more popular playground than in the past. These included opening of new drives, installation of playground apparatus, and construction of a 200,000-gallon reservoir which will provide an ample water supply for years to come. At the County Hospital, a new $30,000 psychopathic ward was constructed, and on North Flower street, Santa Ana, an 18-acre site was to be purchased for the erection of a new parental home. More definite plans were made for a new Hall of Records on a site already purchased, and this will probably be constructed during 1923. The county's publicity department was active and distributed more than 40,000 attractive booklets and began the distribution of 50,000 small orange-shaped booklets to prospective residents.

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Crop Production

ORANGE county has been noted for many years as a locality where many varied kinds of farm and orchard products are harvested in marketable quantities, and the past year, as always, supplied many varied needs of mankind. In fact, the soil and oil production is estimated at a valuation of approximately one hundred million dollars for the past year. About half of this total is supplied from oil, gasoline, natural gas and its by-products produced in the great Fullerton and Huntington Beach fields and the remainder from orchard and farm. Valencia oranges, walnuts and beet sugar top the list, and are ably supported by beans, lemons, grains, hay, live stock, peppers and poultry, each with a valuation of more than a million dollars annually. Of lesser individual value but aggregating a sizable annual income, are apricots, apples, avocados, honey, berries, celery, salt-water fish, loquats, nursery stock, olives, persimmons, potatoes, tomatoes and miscellaneous vegetables and fruit. For several years the Santa Ana Chamber of Commerce has been compiling and distributing production statistics and will have the 1922 table ready in the near future for all who apply for it.

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Newport Harbor

NEWPORT HARBOR, upon which work has been in progress for the past three years, was further improved during 1922, and, by the middle of January, it is estimated, the county's initial project will have been completed, when more than a million dollars will have been spent in jetty, river diversion and channel-deepening work. The dredging would have been completed several months sooner, had not the dredger been disabled for a lengthy period. The harbor as now existing provides an entrance channel twenty feet deep, with sixteen-foot depths inside, to a turning basin, where the county owns a 500-foot frontage, which it stands ready to improve with docks and warehouse when a need arises. A local syndicate has also taken a fifteen-year lease upon a thirty-acre harbor tract for development as industrial property. It remains now only for commerce to be developed out of this port to bring all the benefits of a harbor to the business life of the county. Through a re-survey of the harbor authorized by Congress, it is hoped that a government appropriation may be secured to continue the improvement work where the local governments have temporarily left off.

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Orange County's Capital

GREATER development strides than ever before marked the year for Santa Ana, the county seat, along with the remainder of this swiftly advancing district. The progress of a city is always reflected in its building records, and Santa Ana's, during 1922, showed a great increase over any previous year. The 1921 building total, as recorded in the building inspector's office, was $2,000,000, and 1922 gave every prospect of showing nearly a 100-per cent increase over this figure. The first seven months of 1922 showed a total greater than the entire previous year and by October 20 the aggregate was 1226 permits of $2,863,796 value, with a great amount of building projected for the late fall and early winter months, which, it was estimated, would bring the year's total up toward the $4,000,000 mark.

Included in this construction were four new elementary school buildings, costing a quarter of a million dollars, but, in spite of this, the schools are still crowded and plans are being made for additional new buildings costing nearly a million dollars more. The school year opened in September with 887 more students enrolled in the city schools than the year before and it was necessary to run many schools on a half-day schedule for weeks until the new schools were ready for occupancy. The Board of Education is now planning to spend some $500,000 more for new elementary buildings, and possibly $400,000 for a new junior high school in the south part of town, hoping this will provide room for the growth of the next two or three years.

The construction of homes continued at a greatly increased rate, and was aided by the opening of several new subdivisions, so that it is estimated living accommodations were provided for a thousand new families in the city, and all were filled as soon as completed. Business construction also increased, and new blocks were erected east, west, north and south, with many others projected, including office buildings, large theaters and store buildings. A new commercial hotel, $100,000 Scientist church, and a large public market were included in the 1922 building program, along with numerous other structures, and all were built substantially for the needs of the future great city that, local citizens feel, is just now getting under way.

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Newport Beach, Balboa

FOR a city of less than 1000 permanent population, Newport Beach lays claim to the distinction of spending the greatest per capita amount for public improvements in 1922. The city comprises Newport, West Newport, East Newport, Balboa and Balboa Island, and the twelve months just closed saw "something doing" all the time for municipal advancement, the total cost of work undertaken during the year reaching $1,200,000. The greatest project was a $404,000 street-paving program undertaken in the fall, which provides for the paving of Central avenue from the city limits through Balboa, Bay avenue from West Newport to Newport, and practically all lateral streets within the city. Next in importance was the $377,000 sewer system which was completed throughout the city before the paving program could be commenced. These projects will provide two prime essentials and should speed the city's progress as nothing else could.

Additional public improvement included a $75,000 addition to the municipal water system, construction of a $40,000 pleasure pier at Balboa, and $75,000 bonds were voted for the purchase and improvement of the old "long wharf" at Newport, over which ship cargoes were formerly landed, and which in recent years has been a popular rendezvous for fishermen. The building inspector's figures show approximately $250,000 worth of home and business building during the year, a large increase over the 1921 figure of $140,000. Situated on Newport Harbor, this city is the mecca for many seeking boating pleasures, and successfully entertained the 1922 regatta of the Southern California Yachting Association, with social activities centered at the Newport Harbor yacht clubhouse.

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Fullerton, Oil's Capital

THE city of Fullerton, located in the center of a great oil field, and enjoying not only oil riches, but those from a very productive soil as well, made record strides the past year, and winds up the year with something like $2,000,000 worth of new buildings to her credit, including hundreds of new homes, several handsome business blocks and several fine public structures, the latter including new elementary school buildings, $200,000 additions to the splendid high school plant, a $107,000 city hall and new waterworks and reservoir. Completed during the year is the handsome new $200,000 hotel, one of the finest in this territory, erected by Fullerton capital, and an institution that it is felt will be of great benefit in attracting tourists. Also notable in the business construction is the five-story office and store building being erected by C. C. Chapman, the orange king, which was begun in the fall and will be completed during the new year. A new Catholic church and parochial school were launched on a five-acre site, and W. J. Wickersheim, a pioneer of the city, improved his large frontage by tearing down the old and erecting a new two-story brick structure.

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Anaheim, the "Mother Colony"

EVER progressive, the city of Anaheim continued to build, and exceeded the previous year's construction total of $1,250,000 by several hundred thousand dollars. A new city hall was built on the site of the old one at a cost of $115,000, and in this city, as elsewhere, new school buildings were made necessary by the greatly-increased enrollment. New subdivisions were opened and new homes sprung up on every hand, and the downtown business construction kept pace, a dozen new blocks being erected. Sam Kraemer, widely known orange grower and pioneer of the district, took the lead in business construction, and erected two handsome structures and announced his intention of doing additional building of this nature. C. L. Head erected a $50,000 apartment-house, facing the State Highway, and additional new business blocks rose in the new west-side commercial district. A bond issue of $100,000 was projected for the late fall to provide various improvements for the city's new twenty-acre park, including a Greek theater and plunge.

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Progressive City of Orange

ENLIVENED by the activities of a new Chamber of Commerce with a large and growing membership, the Orange community took many forward steps during the past year and maintained its rank as one of the very progressive cities of the territory. The repaving of East Chapman avenue was a splendid municipal improvement, and $160,000 worth of improvements to the high school were completed, including a large athletic field and an auditorium seating 1500. A new grade school was required on the east side of town, and this was provided on a five-acre site through a $60,000 bond issue. Here, as elsewhere, builders of homes and business blocks were kept busy, and this activity extended through the adjacent towns of Olive, El Modena, Villa Park and West Orange, all of which are included in the Orange community organizations. Industrially, Orange has made rapid strides.

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Huntington Beach, New Oil City

HUNTINGTON BEACH is another city which has been taxed to provide the new homes and business houses required by a growing population, and with new oil wells continually being brought in, this city has forged ahead at a remarkable rate. It is estimated that nearly 400 new homes were erected, at a cost of nearly $500,000, and portions of the business district were entirely remade by the construction of new buildings and razing of the old. On the beach, the Huntington Beach Company carried through a $30,000 improvement program; a new city hall was built at a cost of $60,000, and a public auditorium erected, costing $25,000. A $30,000 bond issue also was carried for new paving and lights.

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Brea, Tustin, La Habra

NO TOWN and no district could claim much precedence over any other, and the smaller communities of Garden Grove, Brea, La Habra, Tustin, Laguna Beach, Placentia, Yorba Linda, San Juan Capistrano, and all the others, enjoyed the benefits of new buildings of various characters, aside from residences. Brea put $300,000 into new homes, spent $126,000 for street paving, built a new school, and installed a $125,000 water system, besides putting $100,000 into new business houses and launching an oil tools factory. Tustin did herself proud by erecting a magnificent new high school facing the much-traveled State Highway; La Habra did a goodly amount of business and residence building, as did Laguna Beach; and Capistrano, among other things, continued a reconstruction program at the old Mission, which will eventually provide a complete structure, as it was finished by the padres a hundred years ago and before it was allowed to decay.

The "Casa de Margarita"

Luxury Unique

PRETENTIOUSLY situated in the exclusive Wilshire district, this "Little Houses Within a Large House," at 701 South New Hampshire is truly a synonym of refined elegance. Just south of Wilshire and east of the Ambassador, these fashionable Spanish, Italian and Oriental two to five-room "Little Houses" are ready for inspection. The Margaret Shelby Investment Company in this undertaking has given to Los Angeles one of the most exclusive and elegant places to live in in the Southland. The "Casa de Margarita" is a three-story structure and the general reception hall or lobby is carried out in mahogany, embellished with Florentine marble, here and there comfortable lamps and a cheerful open fireplace Eighty feet of floor space is devoted to this feature alone.

The Patio with its open fireplace permits of receptions and gatherings. Its tiled flooring is in harmony with its lavish surroundings.

In all the "Casa de Margarita" contains eleven little houses and one bungalow. These "little houses" are designated as El Nido—the Nest, Casita de la Vista—the View, Casita Feliz—of Joy, Casita de Flores—the Italian Suite, Casita del Jardin—the Bungalow, Casita Miredero—the Outlook, Casita el Descanso—of Rest, Casita Verde—with greenery, ferns, etc., El Contento—of gold and Eldorado—beautiful.

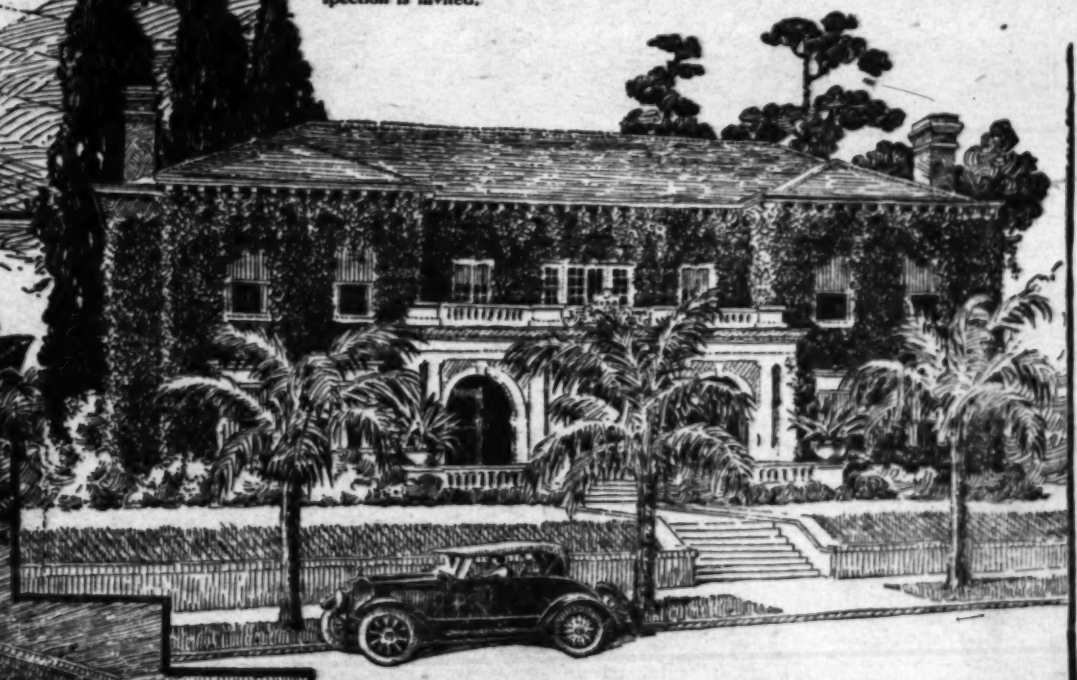
The furnishings and service for each "little house" are the very last word in elegance and refinement. Every convenience and improvement is inculcated into the general scheme.

In the general basement is a caterers' kitchen, where dinners or lunches may be prepared for service in the Patio. This feature is for general use of the "Casa De Margarita" guests.

The Margaret Shelby Investment Company has made the "Casa De Margarita" a vision of beauty, a real wonder place, exclusive and restful. From those who care for such a rare atmosphere of restful beauty and quietude, inspection is invited.



The Patio





An Italian Room



A Gothic Room

H. KYLE HOPPE

Furnishings and Decorations by Barker Bros. Ransford & Gable Company—Designers and Builders.

Orange County's Wonderful Progress

BUILDING activity such as never before seen, increased oil production, and extensive expansion of industrial and commercial lines, marked the year 1922 in Orange county, already famous for its diversified production of farm and orchard products. It was a year of intense progress and every corner, nook and cranny of the 500,000

Soil and Oil Production Total One Hundred Million Dollars

Great Building Activity Shown

Featured by a mammoth total of construction activity, 1922 gave its full measure of devotion to Orange county, and this community of only 500,000 acres ended the

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hotels, several handsome business blocks and several fine public structures, the latter including new elementary school building, $300,000 additions to the splendid high school plant, a $107,000 city hall and new waterworks and reservoir. Completed during the year the Yorba is the handsome new $200,000

Year of Activity for San Bernardino Count

Big Gains in Population—Assessed Valuation Increases $450,000.
Extensive Highway Improvements

With its soil giving up its fortunes to the tillers, its mines heaping up ore, its shops of industry throbbing with activity, its highways stretching on across the desert to welcome the easterner and penetrating the very heart of agricultural development, San Bernardino county during 1922 shattered all records in home-building—the work of the good citizen.

The producing of one-fourth of the citrus fruits of the United States, construction of huge development projects, reclaiming of thousands of acres of arid land from the grip of the desert, were all overshadowed by that unmistakable barometer of prosperity and happiness, home-building.

In San Bernardino alone, the assessed valuation jumped more than $450,000. Ontario, on the western boundary of the county, was second in increased valuation and in this city, too, home-building was the year's greatest accomplishment. In Redlands, Highland, Rialto, Colton and far across the desert at Needles, the hammer and saw of the workman told its mute but impressive story of development that has come to stay.

THE farmer and the overall-clad man of industry, standing shoulder to shoulder, swept San Bernardino county into the front rank of Southern California's select districts during the year of 1922.

San Bernardino county, producing one-third of California's aggregate citrus fruit crop, was hit less effectively than any other in the Southland by the cold wave which carried destruction on its wings early one January morning, but the deciduous fruit growers and agriculturists reaped a harvest of virtual gold. Perhaps, in no one year in the county's history did the peaches, apples, pears and apricots bear more heavily. Canneries worked day and night shifts, and the crops of hay, grain, beans and grapes, aided by late spring rains, brought unusual returns.

San Bernardino's railway shops doubled in size; and during 1923 the forces of workmen will necessarily be doubled. Throughout the county in the cement plants, foundries, electrical factories and many diversified industries, production marks fell and new figures were written.

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New Paved Highway

A PAVED highway across the desert to Needles was forecast early in October with the announcement that the California State Highway Commission had appropriated $360,000 for the construction of a macadamized road between Victorville and Barstow. The paved highway from Summit, in Cajon Pass, to Victorville, built at a cost of $107,000, was opened during the fall, linking San Bernardino and the desert city with Southern California's wondrous system of highways.

Work on the paving to Barstow is expected to begin early this year. With the desert paved, California will be even more attractive to the motor tourists. Commercially, the paving of the desert means much to both San Bernardino and Los Angeles. It will mean that California will welcome the motorists at the Colorado River.

The paved highway formerly extended to Summit in Cajon Pass. In the pass is Camp Cajon, one of the most unique motor camping grounds in California.

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Population Figures

THE population of San Bernardino county, based on school statistics and home-building, increased by thousands in every community and incorporated city.

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San Bernardino

SAN BERNARDINO recorded the greatest growth, in population, homes, civic and industrail development, in its history during the past year. Building permits reached nearly $2,000,000, a gain of almost $1,000,000 over 1921. Erection of a $250,000 municipal auditorium in Pioneer Park, the paving of seven miles of streets and the construction of six new business blocks marked the city's progress. It is estimated that more than 900 new homes were built. Annexation of outlying districts was authorized late in the year.

The Santa Fe Railway's shop facilities were practically doubled with a $1,000,000 expansion program. It includes the erection of a new machine shop at a cost of $225,000; a new blacksmith shop at $200,000 and a power plant at the total cost of $224,000 in addition to other structures and appurtenances to the shop units.

Forces of the Santa Fe and Southern Pacific railways in the operating and mechanical departments number 3500, with a total pay roll of more than $600,000 monthly.

The city is in the center of the Pacific Electric's interurban system, reaching every city and town in the valley. A motor bus terminal was opened early in the year at a cost of $50,000.

Improvements for two municipal parks began late in the year. They will be valued at $200,000, and will include municipal playgrounds for children.

Opening day school registration in the city reached a mark of 4181 and school authorities predicted that this total will be increased 1200 before the close of the year. In the high school, the registration on the opening day totaled 934.

County authorities, aided by business men, opened the railway shops to the non-union employes and hundreds of new residents entered the city.

Bank clearings averaged $6,000,000 monthly.

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Lake Arrowhead

WITH the expenditure of $3,000,000 at Lake Arrowhead, formerly Little Bear Valley, the San Bernardino Mountains are virtually populated in the summer months from Skyland, on the crest of the famous 101-mile rim of the World Drive to Big Bear Valley.

Lake Arrowhead is destined to become the most famous and beautiful mountain resort in the West. The development project includes the erection of hundreds of homes. During 1922, the village of Arrowhead was erected, including a veritable city of the Old English architecture with a dance hall, dining-room, recreation hall and theater.

Lake Arrowhead will be opened throughout the year. A road leading into the valley from the desert, constructed at a cost of $80,000, will be kept open during the winter. Hundreds of prominent Southern Californians are erecting homes at the colony on the shores of the lake.

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Big Bear Valley

BIG BEAR VALLEY bent forward under a program of progress. Hundreds of homes were built and with the opening of the Deep Creek cut-off road, now under construction by the Federal and State governments at an expenditure of $370,000, will bring the valley more than an hour closer to San Bernardino, eliminating steep grades and penetrating virgin forests.

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National Orange Show

ACQUISITION of a permanent home site for the National Orange Show, "California's Greatest Midwinter Event," marked the development of the annual exposition, attended by thousands of people yearly. The new home for the Orange Show is ideally located on both local and interurban car lines, and on highways entering the city from the principal Southern California cities. The floor space for the 1923 show will be materially increased and the attendance record of 1922—250,000—is expected to reach the 300,000 mark. California's choicest citrus fruits are exhibited at the show annually, while citrus-fruit growers meet at the California Citrus Institute, which holds a two-day session at the show.

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Ontario

ONTARIO, in the heart of the richest deciduous and citrus-fruit district in the county, with the greatest building year in its history, replaced Redlands as San Bernardino's county's "second city." Ontario's streets are wide, well-paved and lined with modern homes. Euclid avenue, the city's principal thoroughfare, extends from the business district to the foot of the mountains.

Chaffey Union High School, famous for its farm educational course, provides expert instructors and is attended by 1000 pupils from the district within a radius of fifteen miles. Beautiful churches and parks add to the city's civic attractiveness.

Ontario is the home of the Edison Hotpoint Electrical factory, employing nearly 1000 skilled workers and producing thousands of modern electrical appliances annually. Its canneries pack more deciduous fruits than any city in California. It has been estimated that 35,000 tons of fruit was prepared for shipment by its canneries and dehydrating plants during 1922. Its citrus shipments totaled 900 cars.

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Upland

TWO miles to the north at the very foot of the imposing Cucamonga peaks, lies Upland, a citrus-fruit district unequalled in the West. Prize lemons are grown in the district. The city is noted for its homes, schools and churches. Upland, too, had a record home-building year.

• • •

Redlands

REDLANDS held its rank as the greatest individual citrus-fruit shipping center in San Bernardino county, if not the entire Southland. It is the most beautiful city in the county, scores of mansions and estates of eastern capitalists dotting the heights surrounding the city on the south and north. Smiley Heights, one of Southern California's show places, attracts thousands of tourists every year.

Nearly a score of packing-houses shipped 2400 cars of citrus fruits during the past year. Craft and Mission districts, noted citrus-fruit growing communities, ship from the Redlands packing-houses.

Redlands is also the shipping center for the famous Yucaipa apple-raising district. It is noted as a resort city and is on the route to Big Bear Valley. It is the home of the Redlands University, a Baptist educational institution.

• • •

Yucaipa Valley

YUCAIPA VALLEY, spreading across 16,000 acres of tillable soil, produced more than $1,000,000 in apples, cherries, peaches and pears during 1922. More than 1500 acres of orchards were set out during the spring and business activity in the valley, a home community, thrived.

• • •

Etiwanda, Devore Mesa

SAN BERNARDINO COUNTY led Southern California in the production of grapes. The Guasti vineyards comprise some 34,000 acres. In the Etiwanda district, a record-breaking crop of grapes was marketed, while on the Devore Mesa, fourteen miles north of San Bernardino, near Cajon Pass, vineyardists reaped a harvest from the delicious Muscats. The acreage of grapes in the county increased greatly during the year.

• • •

Colton

COLTON, an industrial city, virtually adjoining San Bernardino on the southwest, stepped forward in 1922, keeping pace with the other cities. Here is the Southern Pacific shops, employing 500 men with a monthly pay roll of $125,000, the California-Portland cement plant, employing 500 men, and three big canneries. Erection of $250,000 grammar and high schools marked its building activity. Colton is, too, noted for its beautiful homes and churches.

• • •

Chino

CHINO, the southernmost city in the county, is in the heart of the farming and stock-raising district. Pure-bred stock is the pride of the hundreds of ranchers in the district. Chino also produces thousands of tons of sugar beets, marketed at the sugar refinery, the city's largest single industry. The city is prosperous, has fine homes and schools and boasts of the slogan, "Where Everything Grows."

• • •

Rialto, Bloomington

RIALTO and Bloomington, towns noted as deciduous and citrus-fruit shipping centers, adjoin San Bernardino township on the west. Rialto annually ships 750 cars of oranges, while Bloomington is both an orange and peach-shipping center. Thousands of acres of olive orchards have been planted in the Bloomington district. Rialto has seven packing houses.

• • •

Del Rosa, Highland, East Highland

DEL ROSA, Highland and East Highland, with their groves on the foothills, continue to be choice citrus-fruit districts. Frost is unknown in the districts and there is always a scramble for acreage there.

• • •

Fontana

RECLAMATION of thousands of acres of land in the Fontana district, begun nearly ten years ago, is paying its dividends to hundreds of ranchers and stock raisers. The district produces fine citrus fruits. Poultry and hog raising, during the past two years, has developed immensely, there now being more than 12,000 hogs in the feed pens on the Fontana company's ranch alone and thousands privately owned. The production of 100,000 hens in the district is largest of any in the county.

• • •

Cucamonga

TO THE north lie Cucamonga, Etiwanda and Alta Loma, citrus and grape-growing communities. Alta Loma citrus growers have won awards at the National Orange Show every year since the advent of the exposition. Thousands of acres of grapes are included in the ranches beginning at the foothills and sweeping for miles below.

• • •

Mining Operations

ACROSS the desert and far to the north of San Bernardino is the Randsburg mining district, where sensational strikes of gold in the Kelly, Coyote and other mines started an exodus of hundreds of adventurers and fortune seekers to Johannesburg, Osdick, Inn City and Randsburg.

Mining engineers predict the Randsburg district will be one of the wealthiest in the United States within a few years. Prospectors have claimed thousands of acres to the east as far as Red Mountain.

With the mine operations, the towns of the district have passed beyond the primitive stage and are certain to be permanent. Business buildings and homes are being erected. Noted mine experts have been attracted and the future of the district assured. Stage lines connect San Bernardino and Randsburg.

LOS ANGELES COUNTY

(Continued from Page 10)

cated on the highest elevation of the age. This hospital is segregated from other buildings, the nearest one, the office, is a quarter of a mile distant. origin of this hospital was through an propriation in 1920 by Congress of $250 to be employed for World War Veter and especially for those in the Home need a degree of quietness so necessary the comfort of that class of patients. an ideal spot for such an institution. hottest rays of the sun are tempered by cool sea breezes, and it is high in the above the fog. There are now more 400 patients in this hospital, which is u the care and direction of nurses and doc entirely distinct from the general hosp

An average list of 635 patients a day cupy the tubercular and the general pital.

In the home are nearly 4000 men, in ing 400 World War veterans, and 1100 erans of the Spanish-American War. membership is as large as that of an the ten national homes. Each company its own quarters and officers; all men served meals in one large dining-hall, cept the men of the companies, consis of the wounded veterans, who have special mess hall. The hospitals have ern diet kitchens on each floor.

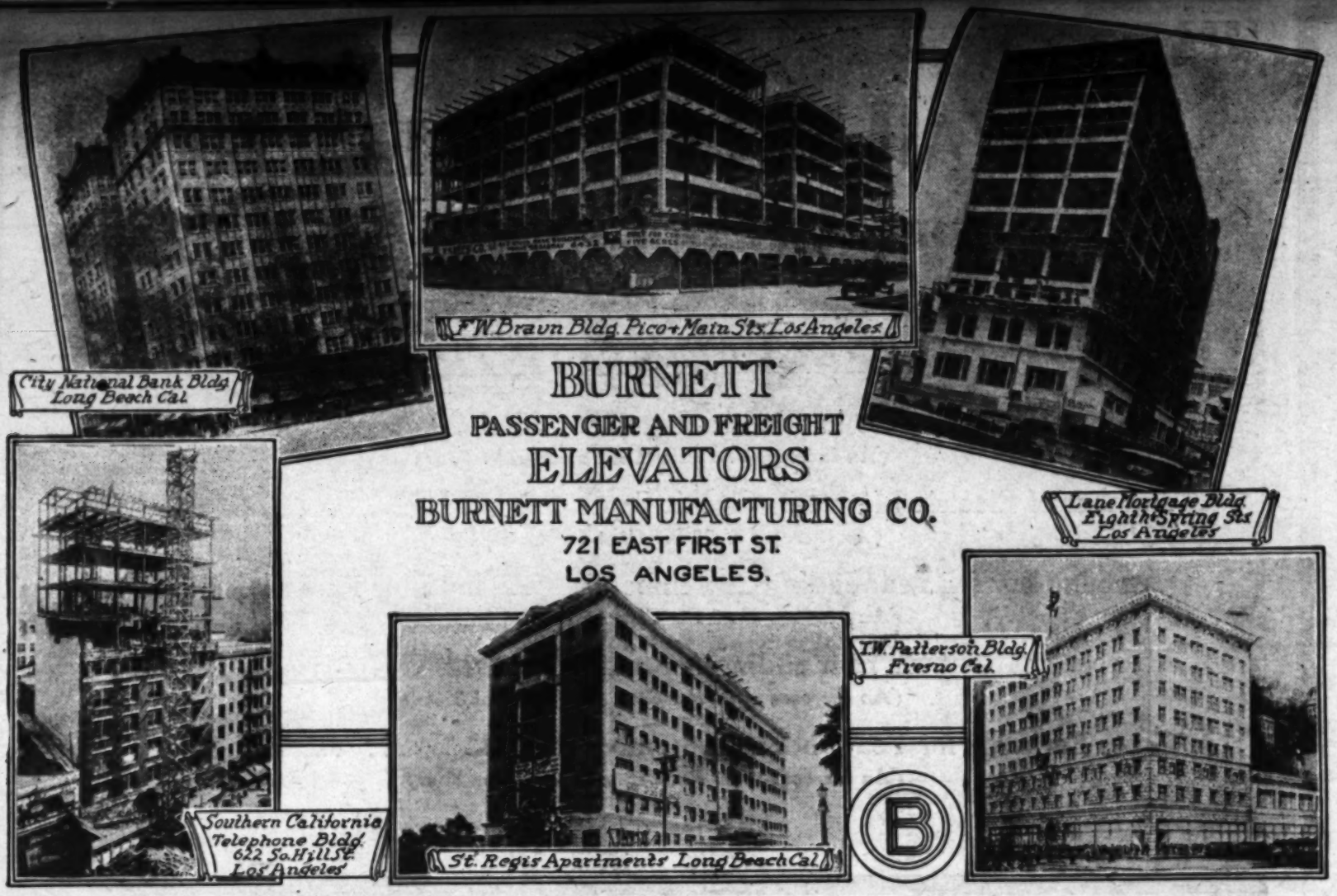
Many of the veterans of the Civil have their families living at Sawtelle, are registered at the Home, dividing time between the Home and their fam Other men who are members, having lies and relatives living in Southern fornia towns, are granted furloughs of a few days to three months.

There is a store on the grounds, m tained by the post fund, where almost thing can be bought. The beautiful h work of the World War Veterans is display and sale here. In July, 1920, tional training for these veterans was i duced in the Home. There are ten ins tors for this work, a large sunroom is aside for the classes at the new hos and other classes are conducted in a b ing near the general hospital. Comme academic and agricultural courses are g

Four hundred and twelve acres are tivated, and vegetables, fruit, honey and are produced for the consumption at Home, and a good profit is realized sales of the surplus. A cannery is oper which puts up all fruits and vegetables winter consumption at the Home.

The general fund of $1,124,425.42 wa pended last year for current expe This sum included the household exp tures of $140,505.91; medical and hos expenses of $207,793.90 and transport expenses of $2455.91. The average exp for the care of the grounds and all cu disbursements is $409.02 per man, fo fiscal year ending in October.

There is a well-equipped library in a arate building. It is conducted as sy atically as that of any city library. T are 11,500 books, 400 having been a during the year, and as many donate the tubercular hospital. There are th two daily newspapers, twelve weekly p and many magazines subscribed for. Tw monthly magazines are on the donated



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CONTRACTORS

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Riverside County Enjoys a Banner Year

Citrus Crop Alone Brings Growers $5,000,000—Date Industry Thrives. Million Dollars Expended for New Homes

A million dollars was expended in the construction of new homes in Riverside during the last twelve months. The county seat city experienced the most active year of its history. This was reflected not only in its building activity, which totaled $1,123,110 in valuation, but in its postal receipts, bank clearings, real estate transfers and population increase. Riverside's citrus crop brought the growers a return of $5,000,000. Recent surveys of the citrus district give assurance that the district will produce a banner crop the coming season.

All portions of the county shared the county seat's prosperity. Power and water development projects stand out as high lights of a forward-looking year. Of importance to the county, as a whole, was the recent act of Congress declaring Palm Canyon and adjacent territory a national monument, and the rapid development of the date industry in the Coachella Valley.

MAGNIFICENT in her pioneering achievements and unsurpassed in the position she occupies with respect to potential future development, Riverside county holds a unique place the sisterhood of counties which have contributed most to the world-fame of Southern California.

The gift of the Washington navel orange the horticultural riches of the world ould alone be sufficient to secure for this unty a place in the sun. To this has been ded the largess of the date industry, now rought to a state of cultural perfection hich is unapproached by the product of e Mesopotamian gardens of the old world.

Beginning at a point approximately sevty-five miles inland, the county stretches stward nearly 200 miles to the Colorado ver, with whose development its future linked. Amidst the chain of mountains hich traverses the county from north to uth, Mt. San Jacinto raises its snow-owned head, its western pine-clad slopes eltering Idyllwild and other delightful mmer resorts, and its precipitous eastern opes terminating in beautiful Andreas, urray and Palm canyons, recently set ide as a national monument by act of ongress. The county's highest altitude is ,805 feet, the peak of Mt. San Jacinto, its west point, the Salton Sea, 282 feet below a level.

It thus has almost every variety of climate, and accordingly produces a larger riety of products, perhaps, than any like ea on the globe. A few hours of travel er paved highways transports one from ange groves to realms of almost perpetual ow; from reclaimed desert, yielding tropical products, to high table-lands where apes, cherries, peaches, apricots and a multude of other deciduous fruits furnish ofitable employment to hundreds in packg-house and cannery.

The county's mountains, canyons and ains take deep root in the romance of Calinia's early history. Here are to be found e remnants of numerous Indian tribes—tably the Sobobas, the Cahuillas and the meculas—whose traditions and the tragee of whose everyday life furnished Helen nt Jackson with the material for her rld-famed novel, "Ramona." It is worthy note in passing that the original of the ro of the story and Mary Sheriff Fowler, first Indian teacher in California, who gan her work with the Sobobas in the rly eighties, died in the San Jacinto Valley thin the past twelve months.

Curative hot springs abound in the San cinto and Elsinore valleys. Rich mineral posits, notably those of iron ore, remain as t untouched by the miner's pick. The ospects for obtaining petroleum in the stern part of the county are very promisc. Projects for the further development water and power are factors contributing aterially to the population and developnt of a wide area.

Among its unique institutions is the uthern California Fair, recognized as the st notable enterprise of its kind in Calinia, next to the State Fair at Sacramento, d surpassing the latter in some of its partments. The tenth annual fair, held at e county seat in October, was the most ccessful in its history, not only in point of tendance but in the extent and character its exhibits of live stock, poultry and oducts of the farm and orchard.

* * *

ume of the County Seat

EW places in America of the population of Riverside are as widely known. Two ctors, however, stand out distinctively as sponsible for the city's renown. One of ese was the introduction at Riverside of e Washington navel orange in the early enties, and the leading part taken by the st settlers in the culture of citrus fruits. ere were first worked out the many-sided oblems of irrigation and cultivation, ferlization, packing and the prevention of ay in the shipment of oranges and lemns across the continent. Here was deped and hereds manufactured most of the cking-house equipment used in the citrus lustry in California. This comprises iders, box-making machines, hand-trucks d other devices indispensable to the instry.

The other feature is the concerted effort ade to mirror in architecture, in landaping and in community observances, the rly history of California as linked up with Mission fathers. The sunrise Easter rvice on Mt. Rubidoux, at the foot of the ra cross; the Mission Inn, unique ong the hosteiries of the world; the treatnt of business structures, public buildgs and homes; street and park adornnt—all are redolent of the days of the dres.

The atmosphere thus created has had a ong appeal for a very desirable class of meseekers, and the high cultural standds which characterize the community are flected in churches, many of which are magnificent edifices; schools, which range from kindergarten to junior colleges; the scope of its library and library school, and the number and character of its civic and social clubs, including, besides business organizations, the Present Day Club, Woman's Club, Tuesday Musical Club and Rotary, Kiwanis and Lions clubs.

* * *

Institutions and Industries

ON MAGNOLIA AVENUE, one of the drives which brought the city early fame, is located Sherman Institute, now the largest government Indian school in the nation. Between 700 and 800 Indian children from a score of western tribes are educated and taught domestic science, farming and useful trades. The numerous buildings, of Mission architecture, form a most attractive group.

East of the city, at the foot of Box Springs Mountain, are established the State Citrus Experiment Station and School of Subtropical Agriculture. Large pay rolls are maintained by such corporations as the Southern Sierras Power Company and the Riverside Portland Cement Company, whose plant furnishes employment for hundreds of men. Other big pay rolls are supported by the Stebler-Parker Company, whose machine shops turn out most of the State's citrus-packing-house machinery; the Creamer Manufacturing Company, the Pacific Balloon Company, the Albers Olive Company, and numerous canneries, which provide a market for deciduous fruit and vegetable crops within a radius of many miles.

Appointments of the highest class for the enjoyment of golf, polo and tennis are provided by the Victoria Golf Club, the Riverside Polo Club and the Casa Blanca Tennis Club.

* * *

Suburban Centers of Population

HIGHGROVE, nestling amid orange groves on the northeast, and Arlington, midway between Corona and the county seat, are populous centers of enterprise and industry. Arlington is an ideal locality for poultry raising, the annual production of eggs now exceeding 3,000,000. In this district the English walnut vies with the citrus industry in the extent of its acreage and profits.

* * *

Near by is the rapidly developing La Sierra Heights tract of several thousand acres, on which the Southern California Conference of Seventh Day Adventists has commenced the erection of the first unit of an industrial school. The site comprises 373 acres, and $100,000 is being expended in the building program.

* * *

The Queen Colony, Corona

CORONA has a population of more than 5000 and an assessed valuation of nearly $5,500,000. It is linked with the county seat, fifteen miles distant, by Magnolia avenue. It is the largest lemon-shipping point in the United States, the acreage devoted to the industry, 3500, being the largest to be found in one body in the State. The returns to the citrus growers in this district for the past year exceeded $2,000,000. The two largest lemon by-products plants in the United States are located here. They represent an investment of fully $350,000, and furnish employment for scores of people.

The foothills of Corona are producing as fine granite blocks as can be found anywhere. The Blue Diamond Materials Company has a plant with a daily capacity of 2000 tons of crushed rock for road-building and structural purposes. In the mountains to the south are outcroppings of coal and extensive deposits of clay.

Poultry raising and dairying are flourishing industries, and the annual output of honey, produced principally from orange blossoms, is 250 tons.

Corona's schools, churches, public buildings and homes are of the finest type architecturally. Its Grand Boulevard, a perfect circle, three miles in circumference, surrounds the business district and is linked up with thirty-five miles of paved highway extending to remote parts of the citrus district.

* * *

The Hemet and San Jacinto Valleys

A LIFE out-of-doors under more pleasurable or healthful surroundings than exist in the great San Jacinto Valley cannot be found. Because of its springs and cienegas and wealth of shade trees, it was the favorite haunt of the Indians, and later attracted the attention of the Spaniards, who succeeded in having it partitioned into land grants for their cattle-raising adventures. Francisco Estudillo was the last large land owner in the valley.

Great success has attended the operations of its dairymen, who now ship daily nearly 3000 gallons of milk to Los Angeles. The installation of a cheese factory which will have a capacity of a ton of cheese daily has been negotiated. This will be packed in gallon cans and shipped to Los Angeles.

San Jacinto is the oldest town in the valley. By repeated rebuilding and remodeling, it has been kept modern in appearance and up-to-date in appointments.

Hemet, a newer community, is located in the center of the valley, which is designated as the "Heart of Ramonaland." Its normal crop of apricots is 25,000 tons, peaches 12,000 tons, grain 40,000 sacks. Fifteen hundred acres are devoted to oranges and 1200 acres to walnuts. The live-stock industry has been developed extensively, the Charnock ranch having 2500 head of hogs, which brought the farmers a return of $275,000.

Two of the finest canneries in the State take care of the 3000 acres devoted to apricots and peaches. Hemet is the Southern California headquarters for the Dried Fruit Association, which recently completed the erection of a fine plant.

Water is available in abundance, coming from the San Jacinto Mountains, where it is impounded by the Hemet Dam, one of the highest structures of the kind in America.

* * *

Prosperous Population Centers

PERRIS, Lakeview, Nuevo and Moreno are the centers of productive areas of farming and fruit lands, thousands of acres in extent, distributed over the region lying between the Riverside Valley and the great San Jacinto Valley. Alfalfa is raised in the irrigable area, and many hundreds of acres are dry-farmed. Oranges and deciduous fruits are produced in quantity in the Nuevo, Lakeview and Moreno districts, while the potatoes grown in the Nuevo-Lakeview Valley are of exceptional quality and among the first to reach the Southern California markets.

A proposal for the formation of a water conservation district for the purpose of impounding the flood waters of the San Jacinto River is under way, thereby providing irrigation for approximately 38,000 acres of productive land. If the State engineer approves the plan there is little doubt but that the district will be formed.

* * *

Pass Cities: Banning and Beaumont

THESE communities, only a half dozen miles apart, nestled between the San Jacinto and San Bernardino ranges of mountains, constitute the gateway to the Colorado Desert. They are famed, not only as health resorts, but because of the quality of their apples, cherries, prunes and almonds. The altitude ranges from 2500 to 3000 feet.

Banning ships upwards of 200 tons of almonds annually. Twenty-one different varieties of apples were displayed by Beaumont at the Southern California Fair this year. One shipment to England of French prunes this year numbered 3750 crates.

A project of importance to this district is that recently placed before the Railroad Commission for the development of hydro-electric power on the Whitewater River. This contemplates the construction of two plants having a combined capacity of 2400 kilowatt hours.

* * *

The Elsinore Lake District

THIRTY miles south of Riverside, on the San Diego highway, is Elsinore, which is fast developing as the outlet of a productive agricultural district. The California Growers' Association operated its plant at full capacity this year. An important development in this district the past year was the opening of a large tract of land at the eastern end of Lake Elsinore, and the drilling of a large number of wells for irrigation purposes. Approximately 7000 acres will be added to the cultivated area of the district.

Oranges, lemons, apricots, peaches and grapes are all well represented in tracts ranging from one to twenty acres. Elsinore won first honors in the community awards at the Southern California Fair this year. Other products contributing to the prosperity of the district are clays, pressed brick, tile and granite. The plant of the Los Angeles Pressed Brick Company represents an investment of $250,000. The Alberhill Clay and Coal Company is shipping five carloads of clay daily.

The hotels and hot springs are important factors in making Elsinore a favorite resort for those seeking health and respite from the demands of business and social life.

* * *

Dates Reclaiming the Desert

AN INDUSTRY that is attracting the man of moderate means, as well as the millionaire, is being rapidly developed in the Coachella Valley and the region of Palm Springs. Reference is made to the culture of dates, the subject of government experimentation for the past thirty years. The growing in this valley of the finest dates the world produces is no longer an experiment. Hundreds of acres are being planted as fast as offshoots can be obtained. Those who started early are now harvesting crops whose value per acre exceeds that of any other produced in this land of phenomenal crops.

Indio is the date capital of America. A new date-packing house, embodying many departures from the lines adopted for the older houses, has been erected by the Deglet Noor Date Growers' Association. Thermal, Coachella and Mecca are centers which share in the general prosperity of this region, which brings to early maturity fine crops of pomelos, grapes, onions and other orchard and perennial crops.

Palm Springs, "the desert's loveliest village," is one of the famed spots of this region. Its winter climate is renowned, no less than the palm canyons that radiate to the south and west. The first unit of a new $100,000 hotel is now under construction. Date plantings are being made within a few miles of the village.

* * *

The Valley of the Palo Verde

BLYTHE is the center or a second Imperial Valley, the latter lying immediately south of the Palo Verde. Ten thousand bales of cotton were produced in the valley during the season of 1921-22. Grapes, pears and other fruits flourish as nowhere else in the county. Overproduction is not one of the worries of the Palo Verde Valley rancher, because of the early maturity of its crops. These always command a premium.

Hints for Irrigators

There is only one correct way to irrigate, and that is to watch the soil's moisture content by frequently boring down at different places in the field, orchard or vineyard with a soil auger and apply water when these tests show that the moisture content is too low. A number of tests are very essential, as the soil moisture varies in different parts of the field; therefore, the average findings will determine the amount of water needed.

"King Cotton" Holds High

Nearly 200,000 acres in the Imperial Valley and Lower California bore cotton during 1922. In the Salt River Valley, about 80,000 acres of cotton were raised. Vast areas were also planted in the Palo Verde Valley. The sections mentioned are the "American Nile" of this country. It seems to be an established fact that better cotton can be grown in the Colorado River valleys than anywhere else on earth. Farmers this year received for their crop a price double that of the bad year of 1920.

Some Cow, This!

In the herd at the Los Angeles County Farm is a cow that in 305 days, as a senior four-year-old, produced 22,245 pounds of milk and 982.94 pounds of butter, which is the Pacific Coast record for both milk and butter at this age. This record was made following the birth of twin calves.

1867 — 55 Years — 1922

Los Angeles Gas and Electric Corporation

GENERAL STATISTICS

Number of Gas Meters in Circuit September 30, 1922 211,447
(An Increase of 15 Per Cent during the Year)

Number of Electric Meters in Circuit September 30, 1922 64,685
(An Increase of 22 Per Cent during the Year)

Gas Send-out for Year ending September 30, 1922, in Cubic Ft., 11,670,615,000
(An Increase of 21 Per Cent over Previous Year)

Electric Send-out for Year ending September 30, 1922, in Kw-Hrs., 88,249,201
(An Increase of 25 Per Cent over Previous Year)

Gross Earnings for Year ending September 30, 1922 . . . . . $11,456,483
(An Increase of 23 Per Cent over Previous Year)

All of the *Real* Parties in Los Angeles are staged *at*



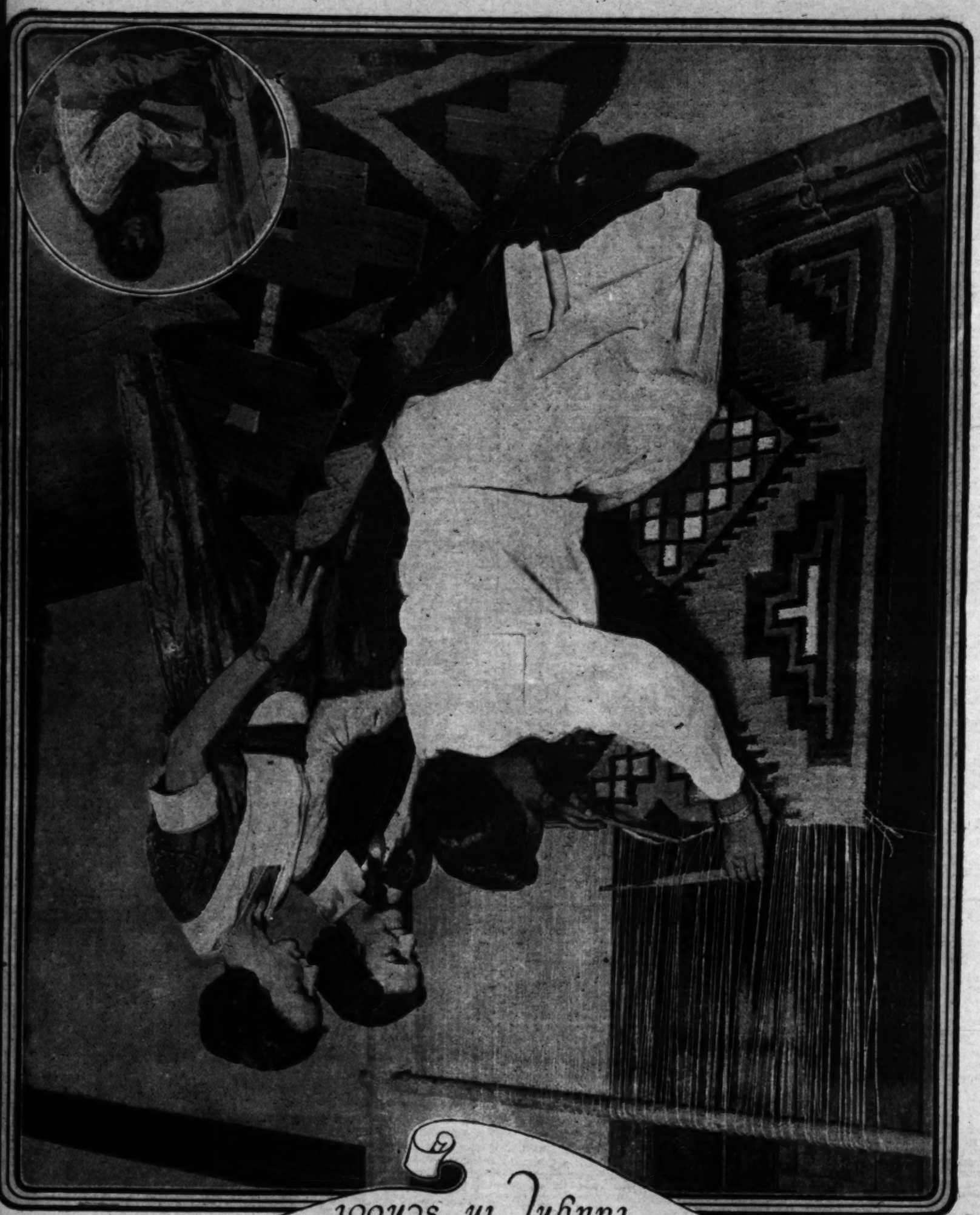
The Plantation
WASHINGTON BLVD BEYOND CULVER CITY

Sunset Inn
SANTA MONICA BY THE SEA

The Palais Royal
HILL STREET NEAR SIXTH

The Winter Garden
SPRING STREET OPPOSITE THE ALEXANDRIA

because they are the livest, "peppiest" and most beautiful cafes hereabouts!



In Old Southwest Industry as taught in school

Riverside County Enjoys a Banner Year

Citrus Crop Alone Brings Growers $5,000,000—Date Industry Thrives. Million Dollars Expended for New Homes

A million dollars was expended in the construction of new homes in Riverside during the last twelve months. The county seat city experienced the most active year of its history. This was reflected not only in its building activity, which totaled $1,133,110 in valuation, but in its postal receipts, bank clearings, real estate transfers and population increase. Riverside's citrus crop brought the growers a return

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• • •

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Los Angeles Gas and Electric
1922 55 Years 1981

RANCHO DE LAS PALOMAS

THE property comprised is the Rancho de Las Palomas, located in Northern Chihuahua, Mexico, is probably the largest fenced cattle ranch in North America. It contains 2,000,000 acres, entirely fenced and subdivided into twenty-two pastures, the largest containing 600,000 acres, the smallest, 5000 acres. To enclose and subdivide the rancho completely required the building of about 650 miles of fence, constructed of cedar posts and four strands of barbed wire. The northern boundary of the ranch is the International boundary between the Republics of the United States and Mexico for a distance of 120 miles, or from International Monument No. 5, about fifteen miles west of El Paso, Texas, to Monument No. 64, about twenty miles east of the division line between the States of New Mexico and Arizona.

The Palomas property is almost entirely owned by Mr. Edwin Jessop Marshall of Los Angeles, who enjoys the distinction of being the first rancher of America. He holds title to and has under his control a greater number of cattle than any other one man in the United States. He is probably the largest single owner of ranch and grazing lands in the country, the combined area of his numerous properties running into the millions of acres. He is president of the Palomas Holding Corporation. Other interests are owned by Mr. M. M. Marshall, the former's son, and Mr. H. S. Stephenson. The former is vice-president of the holding corporation, while the latter, as general manager, is in full control of ranch operations.

Rancho de Las Palomas is capable of supporting 120,000 cattle. At this time it is less than one-half fully stocked with a herd of pure bred Shorthorn and Hereford cattle, all dehorned. The herd unquestionably has not its equal in North America. All bulls are raised in the United States and from the best registered strains. An average of 300 young bulls are required to be purchased and sent to the ranch annually. The merchantable cattle are annually sold in the United States, delivered on the railroad at Columbus, New Mexico.

The general altitude of Palomas is 4000 to 5000 feet above sea level—the ranch constituting the most ideal breeding grounds in point of climate, freedom from diseases, grass, feed and water supply.

An Apt Illustration

To visualize. Two million acres is more than 3100 square miles. For instance, the State of Rhode Island contains 1085 square miles and the State of Delaware 1900 square miles. Thus Palomas is larger in area than both States combined. In other words, it means a property one mile wide, 3100 miles long, or a greater distance than from Boston to San Francisco. The entire acreage abounds in game, including deer, antelope, bear and quail and duck. Time and again several large corporations have sought leasing privileges for the purpose of drilling for oil on Palomas, but all requests have been declined up to date, owing to the present unsatisfactory laws governing oil development in Mexico.



The climate of the ranch is, in a general way, that of El Paso, Texas. The atmosphere is dry, there being a precipitation of between ten and fifteen inches per annum over the entire area. Frosts are common during the winter months, while snow is almost unknown.

Transportation is afforded by the El Paso & Southwestern Railway, the Sierra Madre Railway and the Southern Pacific.

The entire ranch is abundantly covered with the best known varieties of grasses. This applies to the hills and mountains within the entire area. There is an abundant water supply for the entire range. Certain pastures have the natural flow of the Boca Grande River, while wells, tanks and windmills complete the system. The famous Palomas Springs furnishes water for the Hacienda at the immediate entrance from the United States, a highly important controlling point. Improvements are of the best order over the ranch, with excellent roads. Mexican labor is very efficient for all the requirements of Palomas.

Mr. H. S. Stephenson, all his a life a "cow man" and associated in the ownership and management of cattle interests with Mr. E. J. Marshall for twenty-three years, is a vice-president of the holding company and general manager of Palomas. It was he who guided General Pershing into Mexico over Palomas after the Villa raid on Columbus.

Millions of Acres

It is interesting to note here that other large ranch and farming properties, owned or controlled by Mr. E. J. Marshall and his son, Marcus M. Marshall, include the Rancho de Jesus Maria, a wonderful property in the northern part of Santa Barbara county, California, containing over 41,000 acres, of which about one-half is farming land. This property has a frontage on the Pacific Ocean of fifteen miles. Located on this ranch is a herd of 4000 head of thoroughbred Hereford cattle, unexcelled in the United States.

The Chino Ranch, lying forty miles east of Los Angeles, has, for twenty years, been known as a Marshall property. Originally containing 46,000 acres it has, through subdivision and sale to farmers and dairymen, been cut down to less than 15,000 acres.

The Chino Ranch is universally known and regarded as one of the most thoroughly developed irrigated farm tracts in California.

The Grand Canyon Ranch is another Marshall property lying north and west of the Grand Canyon of the Colorado. This ranch, in addition to Palomas, has been for years under the direct management of Mr. Stephenson.

Imperial Valley, America's Winter Garden

Solid Foundation for San Diego Progress

Vast Irrigation Projects Outlined—Many Naval Improvements. Notable Building Progress

The growing importance of San Diego as a naval concentration point was further emphasized during 1922 by completion and occupation of the Marine Base, the naval hospital and the marine railway at the fleet supply base, by additions to the already extensive aviation establishment at North Island, and the near completion of the naval training station.

In San Diego, the notable building program of 1921 was continued with increased vigor during the past year. A significant feature of the building activity was the large number of residences erected, this being regarded as a barometer of the steady growth in population and business.

Irrigation projects of considerable magnitude were begun during the year, these being the Santa Fe Railway development scheme under Lake Hodges, and the Henshaw dam. The latter will impound as much water as is now stored in five of the larger reservoirs in the county. Upwards of 50,000 acres of land will be brought under irrigation by these two projects.

IN ANALYZING conditions that have promoted San Diego's welfare so materially during 1922, there stand out three prominent factors These are the development of San Diego Harbor as a naval base; an extensive community advertising campaign, and a continuation of the 1921 building program.

In addition to these factors, other forces are at work. Foremost among them are the several irrigation projects, two of which are of first magnitude. These are the Santa Fe Railway's reclamation project, the first unit of which is the Lake Hodges reservoir, now containing around 13,000,000,000 gallons of water; and the Henshaw Dam, nearing completion. Close to 50,000 acres will be brought under cultivation through the magic touch of water.

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Naval Activities

NAVAL improvements calling for the expenditure of approximately $10,000,000 in furtherance of plans for enlarging the various naval establishments on San Diego Harbor, recently were outlined by officials of the Eleventh Naval District, which has headquarters here.

This sum Congress will be asked to provide in the 1923-1924 naval budget.

Among the more important construction plans are:

1. Building of four piers, or docks, three of which will be of reinforced concrete. Two of the docks, each 1000 feet long, will be built at the destroyer repair base. One will be at the foot of E street, just south of the Municipal Pier No. 1.

2. Erection of another 500-ton marine railway.

3. Construction of a large number of barracks, storehouses, shops and other adjuncts of a naval establishment.

A recapitulation of the government expenditures at San Diego during the past ten years shows that more than $20,000,000 has been expended by the navy alone in permanent projects, including work now under way.

During the fiscal year ending June 30, more than $3,000,000 was spent by the navy in improvements at the several naval shore units, and a like sum is available for continuing the work during the present fiscal period.

The following figures show what the Federal government has expended in San Diego to date:

Station	Completed	Under Way & Cntmpd.	Projects Recom.
North Island			
Aviation	$ 5,900,000	$ 900,000	$ 300,000
Marine Base	2,400,000	1,300,000	250,000
Naval Training Station	2,200,000	$94,000	3,700,000
Hospital	1,200,000	1,100,000	500,000
Destroyer Base	700,000	120,000	2,100,000
Fleet Fuel Depot	1,200,000	35,000	300,000
Wireless	240,000		
Supply Base	600,000	50,000	1,000,000
Total	$16,040,000	$5,105,000	$8,800,000
Total			$31,035,000

Completion of the first unit of the naval hospital in Balboa Park has placed the facilities of this much-needed institution at the disposal of the numerous branches, ashore and afloat. This imposing structure can accommodate several hundred patients, or more than the peace-time needs of the entire Pacific fleet.

Another notable event in the naval history of San Diego during the year was the dedication of the Marine Post, where in time there will be quartered a full brigade of soldiers of the sea.

To the west of the Marine Post, less than half a mile distant, are the buildings of the Naval Training Station. This group will be fully as imposing as the home of the marines, and when ready for business will accommodate 3000 "gobs." The training station at San Francisco will be transferred as soon as enough buildings are made ready. In addition to the usual training courses, there will be established a number of schools for specialized work connected with the navy.

North Island, long famous as a training center for aviators for both army and navy, represents one of the government's major projects in San Diego. This spot has been transformed within a comparatively few years from a barren waste to a hustling center of aviation activity. North Island, acquired by the government from the Spreckels interests for more than $5,000,000, will, naval officials declare, always be the permanent home of the greatest aviation schools in the West. More than $7,000,000 is available this year for the operations of this plant.

Upwards of four score of decommissioned destroyers are "parked" at the south end of the harbor in groups of six and seven. These vessels, should occasion warrant, could be placed in commission with a minimum of delay.

The several naval establishments in San Diego are under command of Rear-Admiral Roger Welles, commandant of the Eleventh Naval District, and Rear-Admiral Guy Burrage, in command of naval forces afloat.

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Land Settlement Projects

AT Santa Fe Park, about twenty-five miles north of San Diego, the Santa Fe Railway has completed a subdivision plan whereby several hundred tracts ranging from ten to forty acres will be opened to settlers. This large area includes what was formerly known as the San Dieguito Rancho, a Spanish grant of some 9000 acres.

The Santa Fe Land Improvement Company has charge of the development and marketing of the tracts. Prices will be comparatively low.

The source of water supply is the San Dieguito River. A reservoir formed by a great multiple arch dam of reinforced concrete, with a capacity of 12,000,000,000 gallons, was filled to overflowing during the rains of last winter. There now is water sufficient not only to irrigate the Santa Fe's project, but also 5000 acres between it and Del Mar. In addition 2,500,000 gallons daily will be furnished to San Diego and Del Mar. Conduit, distribution reservoir and distributing pipe system have been constructed.

The reservoir has been named Lake Hodges, after W. E. Hodges, vice-president of the Santa Fe, who has devoted most of his time to the project.

The Santa Fe has kept an irrigation engineer and a soil specialist on the land for two years to give it a thorough test, so that company representatives would be reasonably sure that water could be taken to every tract, and that the ground would produce in sufficient quantities the stuff for which it was found to be adapted.

A part of the land is particularly adapted to lemon growing, and some to grapes, pears and olives, but it is likely that more than half the project will be devoted to vegetables, growing two crops a year.

The land, which is practically frostless, is from 50 to 350 feet above sea level.

In addition to the development of Santa Fe Park, the Santa Fe Company is helping to finance the construction of a dam on the San Luis Rey River, known both as the Warner Ranch project and the Henshaw Dam. This will furnish water to irrigate 30,000 to 35,000 new acres around Escondido, the Bernardo Valley, Vista, and between these towns and the coast from Oceanside to Merle, all tributary to the Santa Fe Railway.

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Henshaw Dam

THE Warner project, or Henshaw Dam, is being built across the San Luis Rey Canyon at the headwaters of the river of that name. Although started only early in 1922, the dam has been rushed to completion, several hundred men being employed in three shifts daily.

The reservoir back of this dam will impound 200,000 acre-feet, or approximately 66,000,000,000 gallons of water, or about as much as the total impoundment of Lake Hodges, Morena, Barrett, Otay and Sweetwater dams, all in this county. The surface of the lake will cover ten square miles, or 6000 acres of the 48,000 acres that make up the Warner ranch.

The net safe yield of water, evaporation considered according to C. H. Richards, resident engineer, is 28,000 acre-feet a year. This means that 28,000 acres a year can be safely irrigated. There will be water enough to irrigate 28,000 acres of citrus, but if the land will be put to general farm use, 35,000 acres can be irrigated.

This area, as represented on a map of the San Diego County Water Company, which is building the dam, extends in an irregular line north and east from Escondido near to Pala; thence west to Oceanside; from Oceanside south along the coast to La Costa; from La Costa the line runs west along the northern border of Lake Hodges, thence south, forming a circle to include part of San Bernardo and some land east of it; thence north again to Escondido.

It is estimated by railroad companies that an acre of irrigated land in this section will produce nearly a carload of fruit a year.

The Henshaw dam will also be a protection against flood damages in all that part of the county, which has amounted to hundreds of thousands of dollars in flood years. Flood waters of the future, however, will be stored in Henshaw lake and so protection will be offered to bottom lands within twenty-five miles of Oceanside.

The dam will cost $650,000 and will be completed early in the new year. Water already is being impounded. The engineers went down 142 feet to bedrock in a line from one side of the canyon to the other. This space, equalling 50 per cent of the dam's thickness, will be filled through hydraulic pressure with a puddle of impervious clay. The other 25 per cent on each side will be filled with dry dirt and stone. One hundred feet of rock-fill on the side, opposite the lake, will make the dam in all 700 feet through at the bottom, running up and down stream. The side against the lake will be surfaced with a four-inch reinforced concrete plate to prevent wave erosion. The dam will be 20 feet on top, sloping up 117 feet from the original river bottom.

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San Diego County

THE irrigation projects above outlined are expected to exert an immediate influence on the development of the northern and middle parts of San Diego county. Escondido probably will benefit to a greater measure than any of the present communities, but Oceanside stands to gain materially in population, wealth and as a shipping center.

The report of bean growers is that the year's crop will total more than 100,000 sacks, valued at more than $600,000.

East San Diego has made extensive civic improvements during the year. National City, Chula Vista, La Jolla and Ocean Beach, all have recorded steady progress.

The county highway system was further extended, the newest paved link being the stretch between El Cajon and Julian. Work is continuing on the State paved highway to the Imperial county line. Recently the city authorized the paving of the Biological grade, just north of La Jolla, and then the Coast Highway between this city and Los Angeles will have been completely paved.

Torrey Pines Park, where the famous trees of that name dot the crest of a bluff overlooking the Pacific Ocean, is to become a resting place for motoring parties, decision having been reached to erect a unique resthouse at the top of the grade.

The recently-organized San Diego Mountain Resorts Association has taken to itself the task of acquainting the motoring public with the unlimited opportunities presented for touring through a heretofore little known district richly endowed by Nature.

In the uplands of San Diego are numerous attractive inns and resorts, and these are represented in the new association.

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Community Advertising

IN THE San Diego-California Club, San Diego possesses an organization that has become one of the vital forces in the development of the community. The club's purpose is to present the advantages of residence in San Diego to people who are thinking of coming to California. The primary object is to attract homeseekers, but the attention of tourists also has been directed to this city as a place for winter or summer sojourn.

Definite results obtained from these campaigns to date are upwards of 1000 families permanently located in the city and environs; a notable increase in bank deposits, and of still greater importance, a marked stimulation in building activities.

It has been ascertained that a majority of these newcomers buy or build homes soon after they arrive. Formerly home building amounted to around 40 to 50 houses per month, whereas, during 1922, the average jumped to more than 120 new dwellings per month.

The demand for storerooms and offices resulted in extensive alterations to a number of business blocks, with a growing tendency to spread out along Fifth street and Broadway.

Of the larger buildings in course of construction, the six-story structure that will house the new Pantages theater heads the list. Next in importance to the Pantages Building is the Army-Navy Y. M. C. A. clubhouse to be erected on lower Broadway, one block west of the Union depot. This structure, which will cost $750,000, was made possible through a gift of $600,000, tendered by the Army-Navy Department of the International Committee of the Y. M. C. A., and $150,000 subscribed by San Diego citizens.

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Chamber of Commerce Program

THE San Diego Chamber of Commerce, during the past five or six months, has begun and carried largely to completion an extensive inventory of the raw products of San Diego county, Arizona, New Mexico and Lower California, dividing them into the three classifications of animal products, soil products and ocean products. It is preparing to issue an exhaustive presentation on the fishing industry and the utilization of the products thereof.

It is likewise carrying on an analysis of raw products from points other than those named, but easily available to San Diego for use in manufacturing and distribution from this point.

There is also being carried on a study of transportation systems, both by rail and water, and an analysis of the means whereby this service may be augmented and improved.

A survey is also being made of additional manufacturing concerns for which San Diego is a logical and desirable location, and a number of campaigns are being started for the location of such industries here.

The administration of the city's industrial lands by the Chamber of Commerce is an important factor in the work that is now being done. Several substantial sales of these lands have been made, and industries located thereon. Several others are immediately in prospect. A portion of this land has been tentatively reserved for the location of a free port site, and influence has been brought to bear in Congress and elsewhere for the establishment of a free port in San Diego.

The chamber's energies have also been devoted to combating an attempt on the part of steamship companies to secure the abolishment of San Diego as a port of call. The resistance to this attack has apparently been successful, and the port maintains its former status on a basis of equal competition with other Pacific Coast ports.

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Balboa Park

FROM a purely civic standpoint, the foremost development of the year was the beginning of the restoration of the buildings in Balboa Park remaining from the Panama-California Exposition of 1915-1916.

These buildings, famed for their attractive style of architecture, were not intended to be permanent when the exposition was conceived, but leading citizens championed the movement, and a fund originally set at $100,000 was quickly oversubscribed by the public. This sum will go far towards restoring the remaining buildings.

Of the buildings that survived, only the outdoor organ, the gift to the city by John D. and A. B. Spreckels, and the California Building, have escaped the ravages of time. These structures will be the nucleus around which it is hoped there will be built up a great community center as a playground and recreational spot for citizens and visitors. The Bridges' family has offered to erect a beautiful art museum at the north end of the Plaza de Panama where now stands the Sacramento building.

Workmen have been engaged for several months in the work of restoration. When they are finished, the group of buildings comprising the "White City in Balboa Park" will have been rehabilitated to such an extent that probably only the usual expenses of upkeep and repairs will be required in the future.

Women of San Diego have been active in the perpetuation of Balboa Park. The civic auditorium was saved from possible demolition by the Women's Civic Center, which organized all women's organizations and enlisted their support. The auditorium now is the common meeting ground for events of all kinds, from local gatherings to conventions of state-wide importance.

During the year, the San Diego Zoological Society dedicated the grounds, on the west side of Balboa Park, which had been given by the park board to meet the growing needs of that organization. Plans now under way call for extensive additions and improvements.

Egg-Laying Contest
AT POMONA
Revealed Hens of
Remarkable Endurance

Our entry No. 47 (10 Pullets) laid over 400 eggs as an average for August and September, the 11th and 12th month of the contest.

Hen No. 550 laid in August 22 eggs, September 20 eggs. Total for year, 260.

Hen No. 546 laid in August 25 eggs, September 21 eggs. Total for year, 250.

Hen No. 543 laid in August 24 eggs, September 21 eggs. Total for year, 243.

All these hens are sisters of the Cockerels used to supply hatching eggs for our baby chick trade. If you are interested in egg production, mail coupon, and we will send you copy of free booklet, "Breeding for Endurance."

M. A. SCHOFIELD
GARDENA :-: CALIFORNIA

M. A. Schofield,
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Dear Sir:—Without obligation please send me copy of your booklet, "Breeding For Endurance."

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RANCHO DESCANSO



THE Home of Quality Birds —Rancho Descanso —is situated at Cucamonga, one of the oldest little towns in Southern California, a distance of forty-seven miles from Los Angeles. Here amid vineyards planted by the Franciscan Padres is one of the best poultry plants in the Golden State. Everything is perfect and modern. The houses for chickens, bantams and pigeons are the best; the water system, and particularly the bath accommodations for pigeons, are something not seen in any other establishment. Everything essential for the comfort of the birds is provided.

The Descanso strain of birds is the best in America, if not in the world. The quality of stock is clearly shown by the test of the show room, where it has more honors for the number of birds entered than has been the good fortune of any other exhibitor. Hundreds of blue ribbons, silver and gold medals, bronze medals, diplomas and special prizes are numbered among Rancho Descanso winnings.

Rancho Descanso covers fifty-five acres. Stock and eggs are shipped everywhere. Descanso game and ornamental bantams and fancy pigeons are known the world over.

Also breeders of the best strains of English Bull Terriers.

The telephone, telegraph, mail and express address of Rancho Descanso is Cucamonga, Cal. All correspondence should be addressed to Mrs. Ben Davis, Jr.

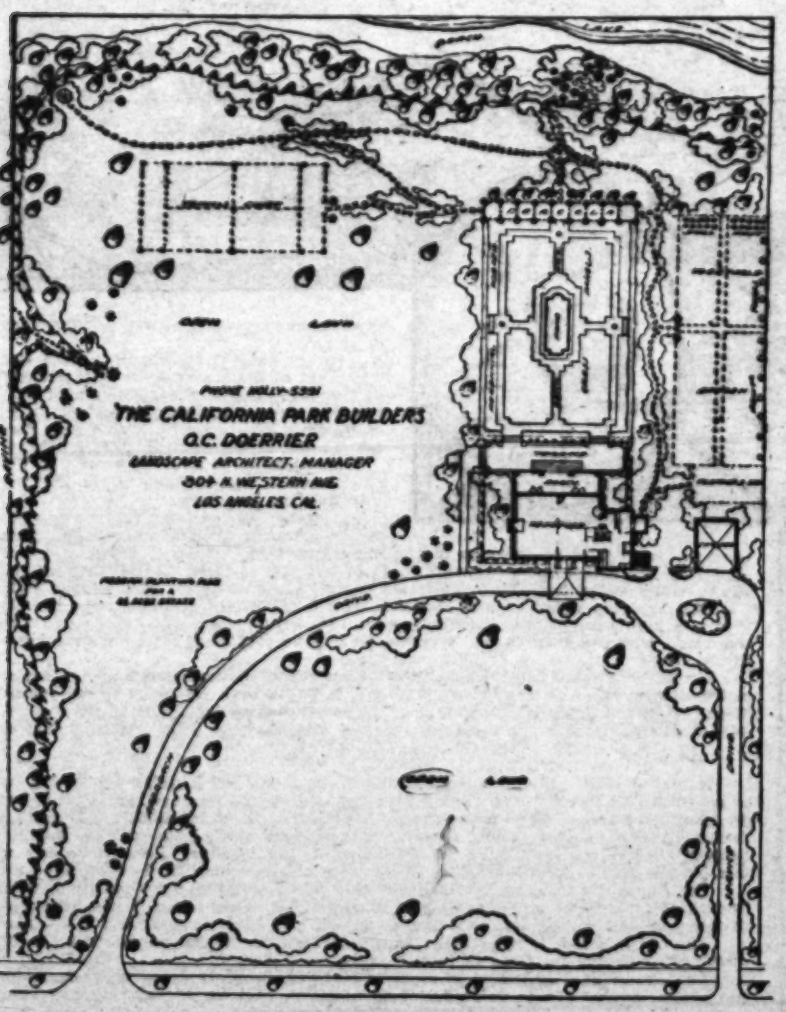
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Solid Foundation for San Diego Progress

Vast Irrigation Projects Outlined—Many Naval Improvements.
Notable Building Progress

IN ANALYZING conditions that have protected San Diego's welfare so materially during 1922, there stand out three prominent factors. These are the development of San Diego Harbor as a naval base; an extensive community advertising campaign, and a continuation of the 1921 building

The growing importance of San Diego as a naval concentration point was further emphasized during 1922 by completion and occupation of the Marine Base, the naval hospital and the marine railway at the fleet supply base, by additions to the

average jumped to more than 130 new dwellings per month.

The demand for storerooms and offices resulted in extensive alterations to a number of business blocks, with a growing tendency to spread out along Fifth street and Broadway.

Of the larger buildings in course of com-

Imperial Valley, America's Winter Garden

Wonderful Soil and Climate of Desert Reclaimed by Irrigation Evidenced by Production Figures.

ABILITY to produce crops in almost unlimited variety, heavy yield per acre and climatic conditions that make it possible to grow crops in winter when the market is bare of products of other sections contributed to another year of progress in Imperial Valley. Lettuce and other vegetables have been grown during the past year with greater success, culturally and financially. Small farms have been conducted in many instances to show very large returns, ranging from $100 to $1000 per acre and even higher in the case of land planted to grapes.

Increased acreage in alfalfa coupled with the strengthening of the dairy industry,



the further development of the winter vegetable industry and the great success of cotton were notable factors in the year's fine record. As in most of the years in Imperial's comparatively short history, farmers have not been able to show profitable results in every line of endeavor. The immense cantaloupe crop, for instance, was marketed under unfavorable and unprofitable conditions. The net general result of a production of $50,000,000 or more in products in 1922 was sufficient to maintain the remarkable standard of this reclaimed desert as one of the most fertile and most versatile garden spots of the world. Imperial Valley can not only grow crops that are produced in other regions but it grows many products practically exclusive to itself in America and many other crops can be produced weeks in advance of those of other places, thus obtaining a distinct advantage in marketing.

At one time an inland sea and later a trackless, forbidding desert, Imperial Valley was reclaimed by the application of water from the Colorado River, a little over two decades ago, and its achievements in production since that time have been the agricultural marvel of the world.

In a farming region so new it is natural that much of the farming has been of an experimental character. It is a notable fact in this connection that virtually every kind of crop that has ever been tried in the valley has been highly successful from a production standpoint. One of the problems has been to determine in the face of this astonishing versatility what crops could be most profitably grown, considering acreage yield, market conditions and other conditions. This problem is being gradually worked out and Imperial Valley is undoubtedly more certain this year of a great future than ever before.

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Small Farms Successful

SMALL farms have been exceptionally successful in the past year or two because of their ability, under intensive cultivation, to return a much higher yield in dollars per acre. It is recognized by Imperial Valley authorities that the day of the small farm under cultivation is at hand and the movement to this end is already under way. This will result, almost certainly, in much higher land values, but the new values will be amply justified by the greater producing ability.

At the beginning of reclamation in the valley most of the farms were obtained under the Desert Land Act, the majority of them in units of 320 acres. At that time it appeared that farming on a large scale was more profitable and the reasons for smaller farms with intensive cultivation had not developed. But now it can be stated, based upon known facts, that the future of Imperial Valley is one of small farms intensely cultivated and that the valley will be the most intensively cultivated area in North America with yields per acre higher than any results ever obtained anywhere.

While permanent safety from flood menace will never be satisfactorily achieved until the Colorado River is controlled by means of one or more dams in its upper reaches, Imperial Valley can be regarded as being in the most secure position in that respect since the diversion works for irrigation were built.

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Flood Protection

EXTENSIVE and successful work for flood protection has been done by the Imperial Irrigation District in the past year and the result during the peak flow of last summer encourages the belief that Imperial Valley will be secure from all flood menace for at least five years, by which time it is believed a control dam above will have been built.

The flood menace in past years has been due to the tendency of the river to change its course by reason of the continual silting process. During the past year engineers of the Irrigation District diverted the course of the river from its westward flow into Volcano Lake southward into the Gulf of California. A comparatively small cut was made through the Pescadero Channel below the international boundary line and the river was thus enabled to cut a new channel for itself. This it did with remarkable success so that the full flow of the river is now directed into the gulf with no danger that it will again seek to go of bounds until several years of silting have produced new conditions.

Progress that is being made by the Colorado River Commission, under the chairmanship of Secretary Hoover, strongly indicates that the control of the Colorado River is soon to be definitely undertaken. This Colorado River project is looked upon as a final solution of Imperial Valley's greatest problem, whether of water supply, flood protection, development of power for industry or extension of agricultural planting. At the present time the approximately 500,000 acres under the irrigation ditches represents the full use of water available at the low water season. With storage a greatly augmented area of land equally rich and fertile can be brought under cultivation. Imperial Valley's inherent right to benefit by the great Colorado River project has never been questioned. In fact it has been emphasized by Cabinet officials, Congressmen and Representatives of all the States in the Colorado River Basin.

The valley voted bonds last summer to effect a merger of the Irrigation District with the fourteen mutual water companies and to provide funds for a drainage system. Directors of the Irrigation District believe that this move will place the valley's water system on a firmer foundation and they had the support of bankers interested in valley loans. This hope is shared by all the people, including those who were reluctant to surrender the control of water affairs by land owners through their mutual water companies.

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Interesting Comparison

ACCORDING to the Federal censes of 1920 Imperial county exceeded in its agricultural production that of eleven States of the Union. In the past two years this production has been on the steady increase and has yet to reach any proportions of the limit. The States which were exceeded by Imperial county are as follows:

New Hampshire	$23,500,000
Vermont	47,009,600
Massachusetts	53,700,000
Rhode Island	5,240,000
Connecticut	44,492,385
Delaware	23,058,000
Wyoming	30,270,000
New Mexico	40,619,000
Arizona	42,481,000
Utah	58,061,000
Nevada	13,980,000
Imperial County	**65,000,000**

In the foregoing list of States live-stock values were not included, whereas in Imperial county figures they are included with those of field crops. This item for Imperial county amounted to $5,000,000, leaving Imperial county a total of $60,000,000.

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Tax Rate

THE Imperial county tax rate is lower than the average in the fifty-eight counties in the State. It is shown by statistics made public on Sept. 28, 1922, by State Comptroller Ray L. Riley. Only seven counties in the State have a lower tax rate inside of municipalities and nine are lower in the farming regions. Imperial irrigation district tax is similarly lower than the average of other irrigation districts in the State. The tax rate in Imperial county cities for 1922-23 is $1.67 and for country is $2.07.

Imperial Valley is fast taking on a new aspect and cities in the valley are today equipped with modern churches and schools and business buildings. The housing conditions are rapidly improving and building is going steadily forward in creating new and modern homes. There is a steady and consistent demand for modern and improved homes of the latest type and renters are demanding such homes, as well as owners.

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Dairying

DESPITE successes made in other branches of agricultural development in this valley, dairying still remains the basic and fundamental industry of the valley ranchers. Last year Imperial Valley produced 6,000,000 pounds of butter fat and stood third in the State in the industry.

In 1921 there were 105,000 acres of alfalfa in the valley which, with the great variety of other feeds grown here, make this valley especially adapted to milk production. Unusual interest is now being manifested in dairying. Banks and business houses are giving the matter special attention. The County Board of Supervisors recently appointed a deputy farm adviser, from the University of California. He has organized a cow-testing association which now numbers 2000 cows under daily inspection and tests.

Special encouragement is being given to the planting of alfalfa, which resulted in the past year in an increase of nearly 40,000 acres over the previous year's acreage. A recent survey showed the valley now has about 28,000 dairy cows and should have as many more because of the long growing season and the high production of dairy feed, which makes this the ideal dairy region of California.

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Cotton

EVER since water was first brought into Imperial Valley it has been known that cotton could be produced here.

Early settlers brought cotton seed with them, planted a few hills and grew a few stalks in their door yards. Thus it is safe to say that cotton has been grown in the Imperial Valley since 1902.

No effort was made to grow cotton on a commercial scale until 1909 when about 1000 acres were planted in the vicinity of El Centro. The crop totaled about 300 bales from this acreage. In 1910, under the stimulus of the erection of gins and an oil mill at El Centro, the acreage in the valley was increased to 5000 acres or more.

The acreage devoted to cotton gradually increased and in 1912 and 1913 development of lands of the Colorado River Land Company, of the Imperial Development Company and of others south of the international boundary in Imperial Valley for cotton raising began. This development has swung the larger proportion of the cotton growing area into the Mexico end of the Imperial Valley.

Including acreage devoted to cotton growing throughout the valley, on both sides of the international boundary, there were fully 200,000 acres planted in the season of 1917-18. Approximately 120,000 bales were produced. In 1921, following the disastrous 1920-21 season, but 110,000 acres were planted yielding some 70,000 bales. For 1922 the acreage approximates 170,000 acres, and the prospective yield at this time is 100,000 to 120,000 bales.

In the current season fully three-fourths of the cotton acreage in Imperial Valley is in Mexico. It has also made the port of Calexico the big cotton center of the valley.

Mexicali, the town in Lower California, is practically continuous across the international boundary with Calexico, and maintains the distinction of having more gins than any other town of its size in the world, there being the equivalent of fourteen five-stand gins in a city of 6000 population. Cotton storage and insurance facilities are provided for all Mexico-grown cotton at Calexico.

Different varieties of cotton have been tried out in the valley. The Texas big-boll variety does as well as the Mebane and produces somewhat more valuable fiber. This season Acala cotton, a variety bred by the U. S. Department of Agriculture and distributed extensively first in Oklahoma and northwest Texas, is being successfully



grown on 40,000 acres. This variety excels in yield and quality.

Cotton is coming into its own in the Imperial Valley. Surely, whether slowly or speedily, the California cotton crop is coming to be a factor in the cotton world. A drop in the bucket, admittedly, but a much bigger drop than it was a short ten years ago. And larger potentially, not only because of the increased California acreage, but also because of the reduced crop and the prospective progressive reduction of the crop in Southern United States. With the boll weevil thoroughly infested all the old cotton-growing States and with the pink boll weevil thoroughly infesting all the old throughout the old cotton belt, California must, and will, assume a larger and larger place in the cotton producing world so long as quarantine activities and individual efforts prevent the importation of these destructive insect pests into California fields.

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Lettuce

IMPERIAL VALLEY is the true wonderland of this early crop and it is from this valley that the early-spring tables in the East are supplied with lettuce, long before it is even planted in some parts of the country. Last year there were 12,000 acres planted to lettuce and 4743 carloads were shipped to the early markets, bringing top prices.

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Cantaloupes

NOWHERE in the country can cantaloupes be so successfully raised as early as in Imperial Valley, and, while the crop the past season broke all records in quantity, it was not profitable to growers because the markets in the East were overloaded on account of the Imperial crop being a little late and coming in too rapidly.

During the past season 12,354 carloads of cantaloupes were shipped from the valley,



compared with 10,366 cars of the previous season. In 1922 there were 31,332 acres planted to cantaloupes alone, not to mention the watermelons. In one day last summer 648 carloads of cantaloupes were forwarded to eastern markets.

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Diversity in Products

PERHAPS nowhere in the world is the farmer given the diversity of choice in his endeavor as in Imperial Valley. He may raise perishable crops of every description. He may engage in the basic and successful industry of dairying. He may raise dates or pecans, grape fruit, for which this valley is especially noted, strawberries, oranges, lemons, grapes and many other money-making crops.

Modern improvement is going ahead in the valley in every respect and each city in the valley has a well-organized and active Chamber of Commerce, and these in turn are banded together in an associated chamber.

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What Bankers Say

THE Imperial Valley Bankers' Association, in a recent announcement, makes the following statements:

"Imperial Valley raises melons, early vegetables, fruits, and the products of general farming. The most important crop is alfalfa, which is the basis of our wealth. We have about 25,000 dairy cows and 50,000 feeders.

"It is the cheapest land of like quality in the State of California. Good alfalfa land sells for from $150 to $250 per acre and this includes a perpetual water right.

"According to the bond commission's report, it is the cheapest water in the State. Water costs about $2 per acre-foot.

"The bonded indebtedness of the Valley is about $12,000,000. This includes about $8,500,000 debt of the Imperial Irrigation District, which represents the entire cost of and investment in our irrigating system. The balance is owed by school districts, municipalities and for county highways.

"The ratio of annual production to assessed valuation is very high. In 1920 it was estimated that the gross products amounted to $50,000,000.

"The report of the Southern Pacific Railroad shows 25,000 car lots shipped during the year 1920. This does not include dairy products and other commodities shipped in less than car lots.

"During the last decade Imperial county showed the second highest ratio of growth in the United States.

"During the war Imperial county furnished the largest number of soldiers per capita of any county in the State of California.

"The banks have backed the country to the limit. This applies not merely to Imperial Valley banks but to the banks of the Coast cities. They have loaned their credit and pledged their support, showing their faith in the fundamental resources of the country. The investment is so large and so much is at stake that no fear need be felt as to the ultimate destiny of the county."

Imperial's Cantaloupe Crop

The total shipments of cantaloupes from the Imperial Valley for 1922 reached the enormous figures of 12,198 cars and 4566 additional crates.



Egg-Laying Contest
AT POMONA
Revealed Here of



MANUFACTURER OF

Coal Screens	Window Guards
Iron Railings	Folding Gates
Wire Baskets	Mining Screens
Wire Fences	Fire Escapes
Gravel Screens	Floral Designs
Burglar Proof Screens	Fire Guards
Lamp Shade Frames	Light and Heavy Screens

Los Angeles Wire & Iron Works

Factory: 914 E. 9th St.—14901
Store: 129 E. 7th St.
Los Angeles, Cal.

IN 1912 an organization of four, headed by Frank T. Price and F. O. Nelson, started in the business of selling tire service—and the best makes of automobile tires.

THE honesty and fairness used in all their dealings have made this organization grow, and today they are recognized as the largest distributors of high-grade tires in the West, NOW having over thirty employees.

IN order to best serve their patrons in Hollywood they have recently established Nelson & Price of Hollywood, where the same *best tire service that can be had* is given.

Nelson & Price, Inc.
Olive corner Eleventh
Exclusive Tire Shop

Street Car Riders Indicate City's Activity

A SURE indication of a city's activity is the operation of its street car system. Thousands of busy people traveling around Los Angeles on the yellow cars to and from offices, stores, shops and homes give added testimony to the business development of the metropolis of the Southwest.

According to officials of the Los Angeles Railway, more than 900,000 passengers board and leave local cars in an average business day. In the Christmas holiday season this figure is nearly a million passengers a day.

The Los Angeles Railway is one of the few street railways of the country that operated through the war period without raising the fare above five cents. A good share of the credit for the maintenance of high efficiency during the period of financial changes is given by officials of the company to the trainmen who operate the cars. They have shown the spirit of "pep" and enthusiastic co-operation that is necessary for maximum service.



Bonus for Trainmen

Special efficiency of trainmen is rewarded by a Christmas cash bonus, which has attracted the attention of street railway operators throughout the country. When a trainman has been in service six months he comes under the Merit System and participates in the Christmas bonus.

The Merit System is described by G. J. Kuhrts, general manager of the Los Angeles Railway, as a ledger system to keep a balanced account with every trainman. When a trainman performs an act above the ordinary line of duty or displays better than average efficiency, the company considers that it owes him something and settles it with "credits" which are interpreted in dollars and cents at Christmas time. When he performs an act of discourtesy, slips up on one of the safety rules or is careless with his reports, the ledger is balanced with "demerits" so that at the end of the year a trainman's record card gives a satisfactory record of his efficiency.

Courtesy is one of the things particularly stressed under the merit system. Street railway officials declare that if a man is courteous there is little need for worry about safety or general efficiency for courtesy indicates that a man is thoroughly on the job and his heart is in his work. In such a case a man is bound to give proper attention to safety and other operating rules, they claim.

Fifty-Fifty on Complaints

Letters commending trainmen for special acts of courtesy and efficiency are received by the company at about the same rate as discourtesy complaints. Some months the commendations exceed the complaints. During 1921 this condition prevailed in seven of the twelve months.



Every man who has a clear courtesy record at the end of each month receives ten credits. Credits are given on the letters of commendation received from passengers and on reports of supervisors and others in authority.

Safety Emphasized

Safety First! the watchword of any transportation system finds emphasis in Los Angeles street railway operation. Traffic varies from the congested corners of Broadway with hundreds of pedestrians and autoists at all hours, to open country on interurban service to Eagle Rock, Hawthorne or Huntington Park.

Excellent success has marked safety contests conducted by the railway. A series of six monthly safety contests started October 1 in which the five carhouse divisions compete for first honors in accident prevention. The winner has the privilege of flying the "Premier Safety Division" flag from the car-house flag pole for the following month.

Accidents which the car crew had no chance to avoid, such as an automobile hitting the rear end of a standing car, do not enter into the safety contests. Accidents in which the motorman or conductor is entirely or primarily at fault count the heaviest against a division's score. Next come accidents in which the crew is secondarily responsible and in the third class are minor accidents but which might have been avoided by safety operation.



Cash Reward at Christmas

Safety has an important place under the Merit System of the company as special award of ten credits for a clear safety record for a month is given to trainmen. Failure to observe safety rules brings discipline from fifty demerits to dismissal from the service.

The Christmas bonus for trainmen is based on five dollars per month or sixty dollars per year as cash payment for efficient service. Approximately $90,000 was paid in bonus at Christmas, 1921. The most efficient motorman and the most efficient conductor at each of the five divisions and the top man of the safety car operators, received double bonus, or $120. Five other top-notchers of the five divisions on both the motormen's and conductors' list received special reward above the regular $60 bonus.

A trainman does not participate in the bonus plan until he has been in service six months as it is felt by company officials that it takes him this probationary period to learn the ropes of his new work and to determine for himself whether he will stay with the work.

Offers Good Future

To trainmen who "stay with the game," the street railway work in Los Angeles offers a good future. Practically all executives of the operating department are men who have worked up from a start on the cars through the ranks of supervisors and schedule makers.

The plan of developing efficient street-car men is highly interesting. When a man applies for a job on the cars he fills out a form giving his history in various occupations. He gives references and these are closely investigated to determine his record of efficiency and loyalty to his employer. A doctor must pass on the physical fitness of any man seeking employment.



Thoroughly Trained

The new motorman goes out with an instructor on what is termed a "rough edge" car. This is intended to take the recruit through the first steps. With the current shut off, he sits down at the controller and practices feeding and thus gets the "feel" of the controller and brake handle. Then the instructor takes the car out on some line where there is little or no traffic and teaches each man how to operate.

Both motorman and conductor learn car operation. The motorman learns how to locate trouble in the electrical apparatus of his car, and is drilled thoroughly in operating through traffic before he is assigned to a division and qualified on one line.

Motormen and conductors remain under the supervision of the instruction department until they have learned all lines of their division and are qualified with what appears to them to be the information of a city directory and a dictionary; the electrical knowledge of an Edison or Steinmetz and the safety-first spirit of an ambulance driver. Then they are ready to take their part with some 2200 other trainmen in the vast task of giving safe and efficient local transportation service to approximately 900,000 Angelenos a day.

900,000 Ride Yellow Cars Daily

AN average of 900,000 persons step on and off Los Angeles Railway street cars in twenty four hours.

More than 2200 street car men are employed in the operation of cars.

There are 825 cars in maximum daily service, operating over 384 miles of track.

Between 5 and 6 o'clock p.m. 738 cars pass through the downtown district.

Approximately ninety thousand dollars in Christmas bonus money was paid to trainmen for courtesy, safety and general efficiency during the past year.

Fresno County's Extensive Development

Millions for New Edison Project; Real Estate and Irrigation Activities; Six Million Dollars in Buildings

Development projects in Fresno city and county during the year 1922 include the expenditure of over $6,000,000 in buildings, both business and residence, the bonding of the Consolidated Irrigation District, and the taking over of the distributing water system owned by British capital, which will become an integral part of the Pine Flat dam project, to cost $6,000,000, the organization of the Mendota district, which will develop desert lands on the west side of the county, settlement between the Miller & Lux interests and the Madera district, which will mean the development of land west of the San Joaquin River, extension of the San Joaquin light and power lines to service twice its former territory; great progress in the $375,000,000 project of the Southern California Edison Company in the high Sierras above Huntington Lake, to produce 1,250,000 horsepower; development of the James ranch, owned by Los Angeles capitalists; the planting of 100,000 acres to orchards and vineyards, and in the city of Fresno of a $1,000,000 hotel now started, which will be completed next year, and the erection of two new eight-story business blocks.

FRESNO COUNTY and city development for the year 1922 is perhaps the greatest of any year in its history. Its population since the taking of the 1920 census has increased 25,000, while building operations during the past year will total more than $6,000,000.

The first step was the voting of $775,000 in bonds by the Consolidated Irrigation District, to take over the water distributing system owned by English capital, this being a part of the Pine Flat water storage project which contemplates a $6,000,000 dam in the Kings River, above Piedra, which will impound 600,000 acre feet of water to augment the supply of the general run-off of the river. This will store flood waters which ordinarily waste away in the floods of early spring.

The next step was the organization of the Mendota irrigation district to develop lands on the west side of the county by pump irrigation. This will include an eighteen-mile cement-lined canal and two booster pumping plants to raise the water to the lands, consisting of some 30,000 acres.

Development on the James ranch, also on the west side of the county, includes the building of a $36,000 grammar school; the erection of a $15,000 power building and plant, and extension of the power lines; new lighting districts for the towns of Tranquillity and Kerman; a new building for the American Legion; a new Baptist church, and the opening up of several new farms, including 2000 acres planted to trees and vines by Edward McD. Keller and N. D. Ingham, and a similar number by other vineyardists. Also a new brick building containing seven store rooms, a moving-picture theater. In Tranquillity, Chicago and Pittsburg capitalists have taken over the $50,000 milk plant and will manufacture condensed or powdered cream.

The San Joaquin Light and Power Corporation has recently completed and put in operation a 20,000-horsepower steam turbo generation plant to aid in supplying power for irrigation and for various industries. A. G. Wishon is the managing head in conjunction with his son, A. Emery Wishon. Together they have made progress in the new Kings River project some thirty miles east of Fresno, which will be operated as a hydro-electric plant when completed, and will supply electric power to the farms and factories of the San Joaquin Valley.

* * *

Big Edison Project

THE Southern California Edison Company has 5000 men at work in the high Sierras, above Huntington Lake, in its $375,000,000 power project which will be completed about the year 1935, and will develop a million and a quarter horsepower. It is tunneling through eighty-six miles of solid rock, the longest tunnel being fourteen miles. Supplies have been shipped to the high reaches to supply the men all winter. The men are now at work on power plant No. 3, and, when this is finished, work will start on Nos. 4 and 5, which will include the finishing of the tunnel and turning the water into Shaver Lake and raising its level. Hospitals have been provided in the mountains for the men, and all needful arrangements made for their comforts for the winter. This is the largest project of the kind ever undertaken.

Many oil wells have been on the beam throughout the year, and the total product will mount into millions.

The raisin crop is Fresno county's biggest industry, and while not all of the raisins handled by the association, known as the Sun Maid Growers, are raised in Fresno county, the total product is handled here. This year the crop will total 220,000 tons. Other fruit crops, peaches, apricots, plums and table grapes, will bring the growers many millions more.

The live stock and alfalfa industry is also heavy, and growers will reap a large amount from heavy production and more than average prices.

Building operations, which include the starting of a $1,000,000 hotel, the building of the new Cooper department store, containing eight stories; the Patterson block, also eight stories, and the new Virginia Hotel, together with two thousand residences, will total more than $6,000,000 for the year.

* * *

Irrigation Improvements

THE Fresno irrigation district has expended many thousands of dollars in improving its system, cement lining its canals and laterals, building new bulkheads and putting the system into shape. The headgates on the Kings River have been replaced with cement superstructure, and made lasting for all time.

The rural communities, which have inadequate school facilities, have added to their already commodious schools, and in many cases erected new ones. The Fresno State College, formerly the Fresno Normal School, is now a part of the State university, and students of Fresno can take two years here and finish the course at Berkeley, or can take a full four-year normal course at the Fresno College.

In churches, the Normal M. E. Church, Grace Methodist, Northside Christian, Arlington Heights Presbyterian and Our Lady of Victory Catholic are planning new structures, most of them already having been started. This building program includes a $50,000 brick structure to be used as a deanery for the Catholic clergy.

At the fair grounds, where H. E. Patterson, manager of the Chamber of Commerce, conducted the recent successful district fair, and where the Raisin Day festivities will take place in April, many thousands of dollars have been expended for new buildings.

Billings & Meyering have opened up two new additions to the city and have erected many houses, the additions being Kearney Boulevard Heights and Sierra Vista.

Several big projects in real estate are now in the making for next year. These include the subdividing of the Miller & Lux lands, the Adams property at Burrel, the Fitzwilliam ranch at Helm, and the Hermingshaus ranch at the junction of the San Joaquin and Kings rivers.

* * *

New Highways

THE county supervisors have built several hundred miles of new highway connecting the towns of the county, including a stretch of highway leading west to the Merced county line, to complete the west side highway to San Francisco, on the west of the San Joaquin River. This will shorten the distance to the coast several hundred miles. Sanger has erected a new $50,000 Methodist church. Kingsburg has erected a new school at a cost of $80,000, and Fowler's new grammar school, completed early in the year, cost the community $220,000.

Many towns of the county, including Clovis, Reedley, Parlier, Del Rey, Caruthers, Sanger and Kerman, have erected new packing-plants. Parlier has erected many new buildings to replace those burned in the two disastrous fires of the year. The building work includes a grammar and high school. A central high school is being built near Biola, northwest of Fresno.

The Sierra-to-the-Sea Highway has been completed and opened to traffic as far as Coalinga, and will be completed to the Coast next year.

Inyo County Goes Ahead by Co-Operative Work

Well Developed Organizations Help Ranchers—Fine High Schools and New Courthouse Erected

WHILE Inyo county steadily advances in many ways, perhaps its greatest gain is in outside recognition and growing appreciation of its varied resources.

Eastern immigration came to the State by transcontinental routes far north and south. To reach other sections of his own State the Inyoite traveled 300 miles northerly, through Western Nevada, before starting westward; or he journeyed south for twenty-four hours in a dusty horse-drawn stage to a rail line. Such were former conditions, the long existence of which explains why Inyo remained almost unknown.

But a change came. Southern rail communication was opened; came the automobile and highway improvement. A night in a Pullman or ten hours of auto travel now lands one in Los Angeles. Distance and isolation have largely been annihilated, and thousands of visitors are getting acquainted with this, to them, new land. They are learning that "from Siskiyou to San Diego, from the Sierras to the sea" does not correctly bound the Golden State.

El Camino Sierra, the State highway north along the eastern base of the Sierras from Mojave to Tahoe, grows into reality. When present contracts are completed, a good road will extend from Independence to Bridgeport, with connection at Tioga Pass. Appropriations have been made for the Westgard Pass route, over which eastern travel via Roosevelt-Midland Trail reaches the most impressive all-year gateway to California and connects with El Camino Sierra for the north and the south. Another route now receiving attention is westward from Bishop to Fresno, via Piute Pass. Only thirty-two miles of survey distance separates auto roads east and west of the Sierra summit. There is also discussion of a crossing south of Mt. Whitney, connecting Southern Owens Valley with Porterville.

Inyo, isolated as it was, and originally conquered by adventurous pioneers, learned self-reliance. The settlers organized and built irrigation systems by labor assessments instead of cash; muscle had greater part than money in providing the more than 100 miles of ditches. It is said that the first silo in the Western States was built in Inyo; progressive details in many lines were taken up while communities more in direct touch with the outside were neglecting them. Financial disturbances affect Owens Valley less than most other sections.

* * *

School Buildings

IN SCHOOL building there has been no penny-wise policy of providing for a few years only. During the past year, three fine high school buildings have been accepted. The one at Bishop, costing over $200,000, is said to be one of the three best west of Salt Lake City in lighting, convenience and modern ideas. Big Pine and Lone Pine have new high schools adequate for years to come; Independence is now building. Desire for the best available led also to consolidating two large adjacent districts with the Bishop grammar school, probably other sections of the valley will unite in the same way.

Significant of progress is the new courthouse at Independence, dedicated last summer, costing approximately $250,000. The county offices are now in a commodious fireproof structure of classical design. This building was erected without a bond issue, and with but one year's moderate increase in taxes.

Construction of new business buildings and residences throughout Owens Valley has measurably kept pace with public improvements, continual advances being made in this respect.

Co-operative action is doing much for development. The high-class alfalfa, unsurpassed honey and potatoes are advantageously marketed by co-operative organizations. The creamery business is handled by a successful co-operative institution which readily markets its products, and which, through direct financial aid and its cow-testing association, is building up fine dairy herds. Important additions were made in 1922. In other live-stock lines, many of the blue-ribbon beef cattle, horses and hogs at the State Fair and other shows have been Inyo owned.

Fruit will be an outstanding item of Inyo's future fame and profit. Altitude, sunshine, warm days, cool nights, fertile soil and good water provide ideal conditions. While peaches, grapes and other fruits are of fine quality, apples and pears will be specialties. The Owens Valley Pear Growers' Association, organized last year, has promoted the planting of thousands of new trees.

The chief orchard output in 1922 was apples, the crop of which was estimated at 200,000 boxes. In the coloring and flavor of its apples, Owens Valley acknowledges no superior. This industry has, this year for the first time, the advantage of co-operative grading, packing and marketing.

General agriculture is no less successful. Inyo corn fields are frequently compared favorably with those of the great midwest corn sections.

* * *

Co-operative Policy

AN IMPORTANT step now under way is the organization of an irrigation district, with the support of a large majority of affected property owners. Owens Valley's bounteous water supply is often prodigally wasted. By systematic distribution, this resource will be made of greater benefit to present users as well as to thousands of home-farms yet to be.

Co-operation and self-help are exemplified in active farm bureaus, with home departments; young folks' clubs for agricultural improvement, social and community improvement organizations; chambers of commerce in Bishop, Big Pine, Independence and Lone Pine, and a county organization co-ordinating the efforts of these latter bodies.

Soda from Owens Lake, borax from desert deposits, talc from Southern Inyo maintain steady levels of production, while other mining continues to a considerable extent. A new industry is the shipment of tufa for building purposes.

A probability of 1923 is resumption of tungsten production. The world's largest tungsten mill, seven miles from Bishop, has been at a standstill since prices slumped following the World War. With recently given tariff protection, preparations are under way for resuming work. New finds are also reported.

The scenic and fishing attractions of Inyo and those reached via that county are becoming more widely noted each year. Every day of the touring season a stream of cars filled with outing parties and camp impedimenta passes through the valley towns, destined for the lakes, streams, camping spots, meadows and outdoor grandeur of the Sierras. In a rectangle 20 by 30 miles, westerly from Bishop, are 150 mountain lakes; more than 500 are found in the range bordering the valley's length. Here are the genuine "High Sierras"—no make-believes, these American Alps towering skyward 12,000 to 14,000 feet.

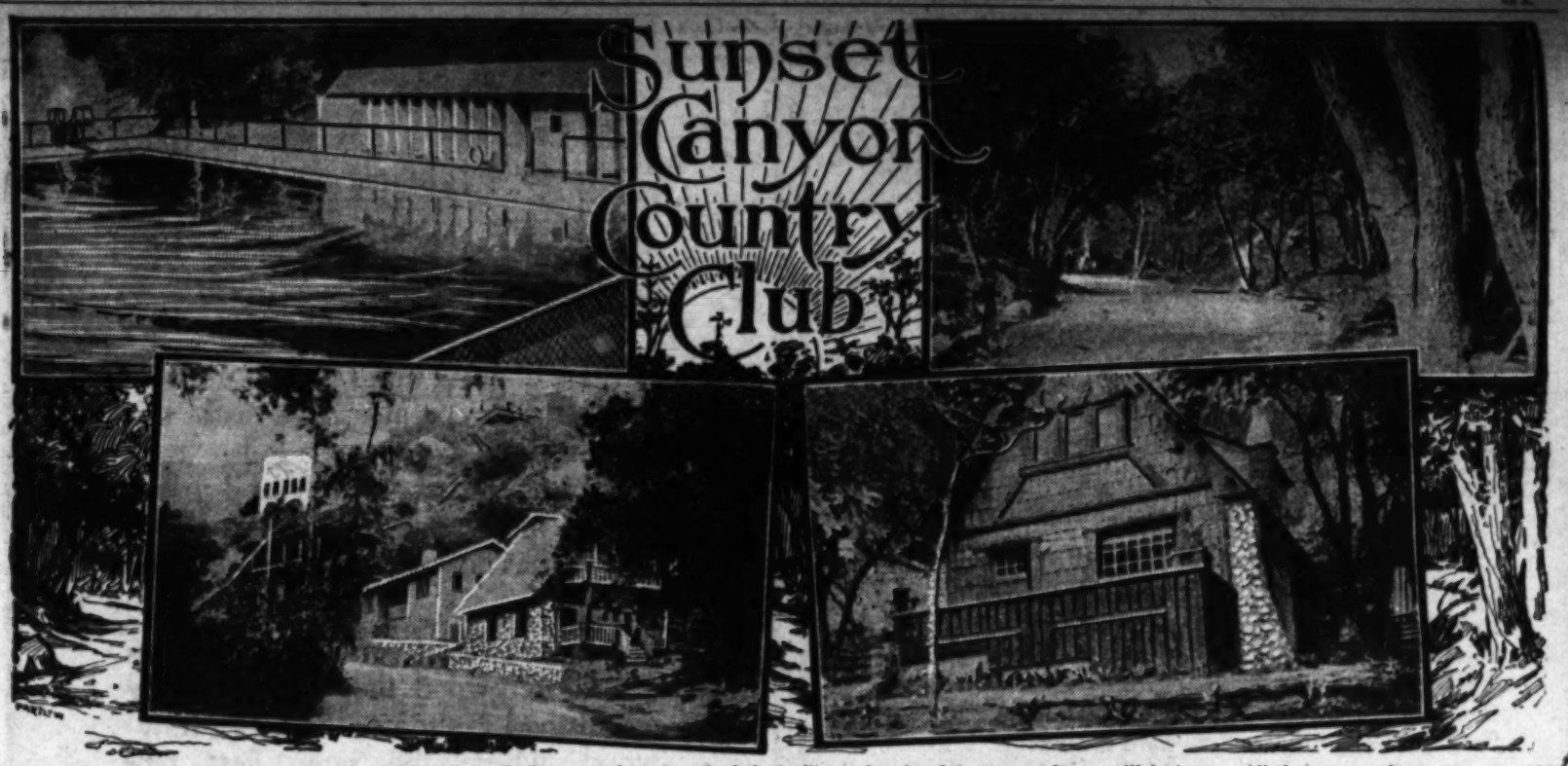
Tens of thousand of gamy trout, rainbow, cutthroat, golden, Loch Leven, eastern brook, are taken each season, and more thousands are planted to meet the drain from every stream and lake. The Mt. Whitney hatchery is drawn upon heavily for restocking. Half a million fry were released in 1922.

Maintenance of fishing advantages by governmental agencies is supplemented by the efforts of the Rainbow Club of Bishop, organized for protecting this resource as well as for the pleasure of its members. A unique local holiday in Bishop is "Rainbow Day," with its contests and fish feed, at the season's opening. Another like event is the trout banquet given by the club in compliment to tourists prior to their departure for home. A plan has been proposed for making a stop at Bishop, at the time of this banquet, a part of the annual Los Angeles-to-Yosemite auto run.

Tens of thousand of gamy trout, rainmighty Sierras, which others journey far to visit. He may look from his doorstep across spreading fields, over orchards laden with luscious fruit, or pastures wherein contentedly graze blue-blooded live stock, to where enduring glaciers and perpetual snows rest under granite ramparts 8000 to 10,000 feet higher than his own level, perhaps not more than a dozen miles away. If he wills, he may be in the midst of mountain magnificence in an hour or two.

One of the charms of this land is the old-time Californian hospitality, which still endures amid all the evidences of modern progress.

Sunset Canyon Country Club



THIRTY-FIVE minutes over paved highways from the business district of Los Angeles, out in the rugged Verdugo Mountains, northerly from Burbank, Nature has hidden a beautiful playground. Rounded foothills guard its entrance. Steep canyon walls hem it in. Here in park-like sunny openings fresh-leaved sycamores temper sunshine with their tender green; somber live oaks cast mysterious shadows, alder, bay and holly gather flowers in their soft and sheltering shade. Song-birds sing, rabbits scamper, deer drink daintily from rock-born springs, quail ruffle and dust in the clean brown sand of little side-trails.

There are many trails in this playground, but there is just one entrance and many have found it—outdoor folk who love the mountains. Perhaps you have heard of the Sunset Canyon Country Club.

Here is a club that is different. The grounds of the Sunset Canyon Country Club consist of 1217 acres of foothill and mountain land in the Verdugo Mountains and lying between Glendale and Burbank. The greater portion of the club grounds is nearly a mile wide. Sunset Canyon proper, over two miles long, is practically entirely within the property. The club is a social club, non-stock, nonprofit-sharing corporation, incorporated in California. The grounds over paved highways, by a choice of several routes, are six miles from Sixth street and Vermont avenue, or seven miles from Hollywood. Here one is just a few minutes away from the city, yet wholly away from it. Here you can have a home as simple or elaborate as you choose, if you are a member of the Sunset Canyon Country Club. The "Hidden Playground" will not be closed to you, and you will be fully protected in your seclusion and healthful mountain environment.

That is because the Sunset Country Club is a golf club—all grass greens and fairways—a country club, a mountain club, a swimming club, a hunting club and a family club. Doesn't sound like the average "Country Club," does it? Well, it isn't and it is! Facing the golf course is the Loop club house, a veritable medieval castle in effect, and commanding a view that sweeps across the San Fernando Valley to the Santa Monica Mountains and the sea.

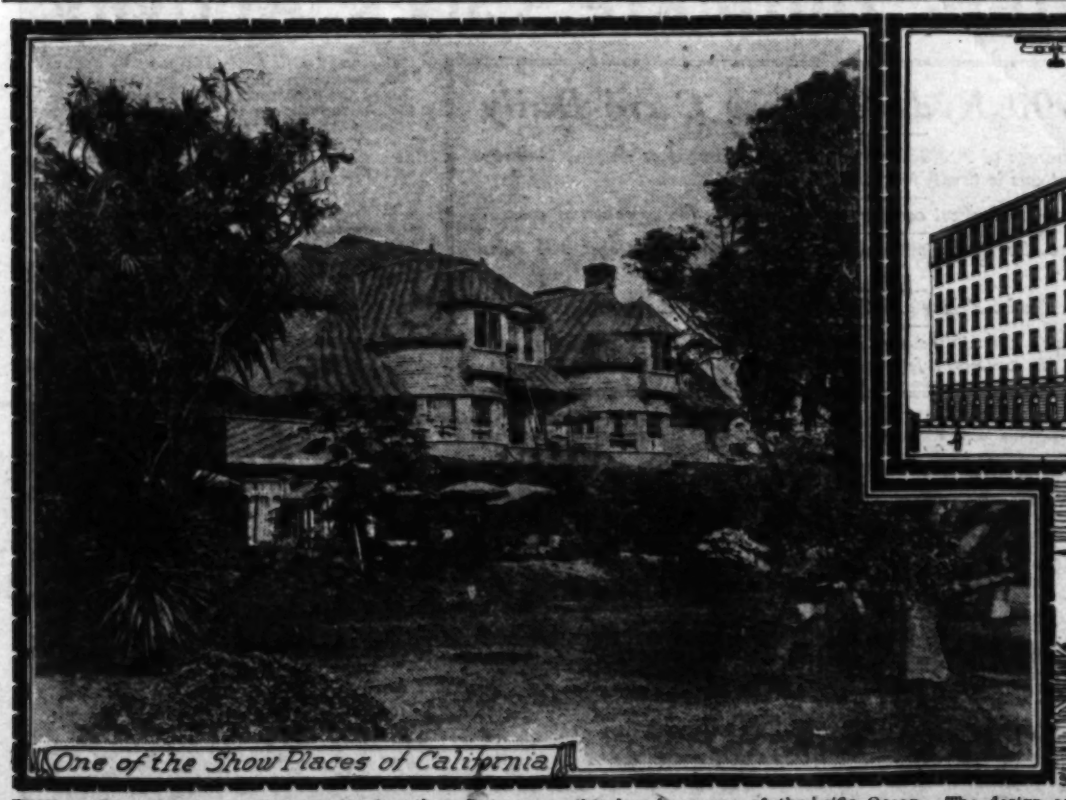
Up the winding road—smooth, hard-packed, decomposed granite, built to wear and to last—a few rods is the swimming pool. Just north of the latter is the Children's Playground, the Indian Village and Log Cabin Inn.

On winds the road up the canyon into Sylvan Crest Trail. The latter is wide and easy. All the way up the canyon are cabin sites. These sites are separated by large spaces of open land. Cabin sites are an appurtenance of membership in the club.

E. G. Judah, who has been identified with civic work for the past ten years, former president of the Merchants' and Manufacturers' Association, counselor for the United States Chamber of Commerce, for the Commercial Board of Los Angeles, chairman of the Southern California Producers' and Shippers' Association and chairman of the War Donations Bureau of the Los Angeles Division of State Council of Defense during the World War, and president of the Commercial Board of Los Angeles during 1921, is president of Sunset Canyon Country Club.

The executive office of Sunset Canyon Country Club is Suite 1230 Marsh-Strong Building, Los Angeles, to which all correspondence should be addressed.

SANTA MONICA'S MIRAMAR



One of the Show Places of California



Proposed Palatial Central Unit



JUST as Santa Monica, with its Palisades overlooking the Pacific Ocean, will always be one of the most fascinating beach resorts of the continent—so will the Miramar Hotel be regarded by residents of Southern California and travelers alike, as most typically Californian among all the famous hostelries of the far-sung West.

The Miramar was made possible by the silver that poured from the famous Comstock Lode mines of the early '70's. The present main building—a group of five—was formerly the private residence of the late Senator Jones of Nevada and was erected by him soon after the Comstock Lode made him a millionaire. For more than forty years this has been one of the show places of California. Here Senator Jones entertained notable people from all corners of the globe.

The spirit of hospitality that made the Miramar famous in the "Bonanza Days" is the foundation of its present popularity.

Located as the Miramar is in a private park in Santa Monica's Palisades, amid tropical trees and flowers, the romance and glamor of those golden days cling to the Miramar of today.

Plans are prepared and soon a palatial sixth building, seven stories in height, will be added to the Miramar group. This new unit will occupy the center of the park and command a sweeping view of the Pacific Ocean. The design and absolute fireproof construction of this new unit will represent the apotheosis of elegance, comfort and safety. It will contain 300 rooms—300 private baths, each room being provided with hot and cold water and piped-in salt water from the ocean for bathing purposes.

In the selection of the furnishings, cost will not be considered, but rather character and exquisiteness commensurate with the exclusiveness of the Miramar and its patrons. Above the second story will be an expanse in the open, fittingly arranged so that its cheerful, compelling atmosphere will permit guests to view unobstructedly the wonderful expanse of the majestic Pacific Ocean. The top roof will be converted into a garden and tea room.

The Miramar cuisine is incomparable. Here the inertia of custom and conservation does not exist. Instead, perfect cooking and service with nothing spared which will delight and satisfy the most exacting.

The location of the Miramar is only thirty minutes by automobile and forty-five minutes by electric car from Los Angeles. When the new Miramar unit is completed, elevator service and specially constructed tunneling will permit guests to reach the beach without the slightest inconvenience.

There is a miniature putting course of eighteen stations on the Miramar grounds and the guests have the privilege of the most exclusive golf club.

All the amusements of Venice and Ocean Park are only two miles distant, by beach sidewalk tram car.

Marked Activity in Santa Barbara County

Heavy Crops, High Prices, Building Activity, Highway Paving and Mining Make for Advancement

Highway paving, opening the valleys of Santa Ynez, Lompoc and Santa Maria, and progress on Cuyama Highway, making available to settlement thousands of acres of farm and orchard lands, have instilled vigorous activity into the development of all Santa Barbara county. The year's building investment exceeds $6,000,000; the total crop yield, including all varieties of farm and stock-ranch produce, reaches over $22,000,000. Oil development has been active; the farm bureau centers and chambers of commerce of the county are leading in a county-wide movement to subdivide large ranch holdings into twenty and forty-acre farms for extensive orchard development.

HIGHWAY paving, linking rich farming areas with the paved road system of the county, featured Santa Barbara's development during 1922. The State Highway was completed through the county, and Lompoc has paved a highway from Buellton to Surf. Santa Maria Valley has completed numerous miles of paved highway to all parts of the valley; Goleta district has started an extensive road-paving program; Carpinteria and Montecito are carrying forward road-paving activities, and in the cities of Santa Barbara, Santa Maria and Lompoc street paving has exceeded all records. Cuyama Highway construction is far along, and will tend to develop Cuyama Valley and opens a short cut between Maricopa and Santa Maria.

Lompoc, Santa Maria and Santa Ynez Valleys are busy with subdivision plans and the transformation of great ranch holdings into small orchard farms. This has quickened water development. Within the year over 1500 new wells have been drilled or dug over the county, developing a veritable river of water for irrigating new orchard lands.

The county's crop and stock income exceeds $22,000,000 for 1922. The walnut, lima bean and lemon crops of Goleta, Montecito and Carpinteria were bounteous and faced a fairer market than in 1921. The small white bean, hay, grain, sugar beets, flower seeds and dairying in Lompoc and Santa Maria districts, Santa Ynez, Solvang and other sections have scored high in returns. Drilling for oil around Santa Ynez Valley has brought encouraging results, promising new producing fields.

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Santa Barbara, County Seat

NEW building improvements in Santa Barbara, the county seat during the year, have exceeded the $3,000,000 mark for the first time in the city's history. This is a $1,000,000 increase over 1921. Among the notable buildings started are a city hall, $50,000; newspaper building, $125,000; commercial hotel, $450,000; business block, $150,000; garage building, $50,000; hotel annex, $30,000. Plans for unique business quarters to be known as the "Street in Spain," which will call for an investment of over $1,000,000, were perfected; as were also plans for a new Elks' hall to cost $75,000. Two grammar school buildings, costing $44,000 each, were completed, and ground was broken for a new high school to cost $650,000. Plans have also been completed for a second commercial hotel, to cost $450,000. New homes have been going up in all parts of town and vacant lots have practically disappeared from the town proper. Montecito has witnessed extensive home building and highway paving, and the formation of a water district to secure adequate water supply for all that section.

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Santa Maria and Valley

STREET paving, building of homes, warehouses, store structures, hotels, a $400,000 high school and $50,000 Methodist church have featured the year in Santa Maria. Extensive farm development is under way over the entire valley. With the completion of the Cuyama Highway, now under construction, Santa Maria will be the principal trading point for all that valley. Under leadership of the Santa Maria Chamber of Commerce, the community is centering upon a project to impound the flood waters of Santa Maria River and place under cultivation all the lands in that section. This contemplates the cutting up of large land holdings into 20 and 40-acre farms. A civic committee, aided by engineers of the Union Sugar Company's plant at Betteravia, are now gathering data upon which to forward the irrigation project. Dairying is reviving in Santa Maria Valley, and throughout the Guadaloupe district truck gardening has started in earnest. Guadalupe is shipping trainloads of lettuce and cauliflower over the country. Of the new school buildings in Santa Maria Valley one of the latest is at Orcutt, where the corner-stone has just been laid for a $150,000 high school. Orcutt has also made large additions to the community hospital, and at Casmalia and other valley communities, building is marked.

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Lompoc Valley

A CHERRY FESTIVAL is planned as an annual event for Lompoc Valley, and a "Sweet Pea Festival" as well. The completion of the first stretch of paved road throughout the length of Lompoc Valley was the most notable feature of 1922. This gives Lompoc accessibility throughout the year. The highway starts at Buellton, on the State Highway, follows the north bank of the Santa Ynez River, through Lompoc City, and on down to the sea at Surf, the main line shipping point for the valley on the Southern Pacific. During the year, Lompoc has started excensive street paving and has added a fine high school structure to its educational buildings. The Celite Products Company, which carries Lompoc's largest pay roll, other than the farming activities, has seen material increases during the year, and has under way a railroad from the company's quarries to the town of Lompoc. The small farm movement and extensive planting of fruit orchards is now stirring all the valley. Bean, hay and sweet pea crops this year were bounteous, and more mustard was raised than for some time.

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Santa Ynez, Solvang, Buellton

HOME building has been notable in the past year in the valley of the Santa Ynez, in which are situated Santa Ynez, Buellton, Solvang, Los Olivos and Ballard. Hay, grain and beans have turned out well. The first crop of purple vetch the valley has known has yielded well, and with steady demand for farms, the Santa Ynez Farm Bureau Center is working for the development of a pear and prune industry for the valley. Some 500 acres to these fruits will be set out in the spring. Buellton, which is situated at the junction of the State Highway and the Lompoc paved road, has forged ahead in importance during the year and promises now to be one of the most populous community centers in the county.

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Cuyama Valley

CROP reports from Cuyama Valley indicate a prosperous year among the settlers. Cuyama is an inland empire, extending its fertile acres between the coast and San Joaquin Valley and intersected by the Cuyama River, a great flood drain from the interior mountains, which, after reaching the coast-side of the range, is known as the Santa Maria River. During the past year highway work has progressed steadily, and within another year the settlers expect to have considerable paved highway and a large extent of graded road, offering them an outlet into either Santa Maria Valley or San Joaquin. Water development has been a feature of the year, and considerable acreage to fruit trees has been set out, while oil prospecting has kept a number of crews employed. With the completion of Cuyama Highway, it is expected that the valley, capable of sustaining a population of 50,000 persons, will settle rapidly.

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Los Alamos, Los Olivos

IN LOS OLIVOS and Los Alamos districts distinct prosperity has marked the year. Farm crops turned out well and, sighting the development that would follow paved roads, Los Olivos is now forwarding a movement to secure paving of San Marcos Pass Highway, which would open up that section. Los Alamos has stepped to the front during the year as one of the progressive business centers, at the very head of Santa Maria Valley.

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Goleta, Hope Districts

THROUGHOUT Goleta and Hope districts, which lie just west of the county seat, water development by means of wells has been an outstanding activity of 1922. In each instance a goodly water supply has been secured at a depth of between 100 and 150 feet. Setting out of new orchards and building attractive homes have made distinct pace. Engineers are now busy making surveys for paved road improvements to extend from the city limits of Santa Barbara to Gaviota.

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Carpinteria, Summerland

LAND subdivision, road paving, beach improvements and orchard planting have featured the year at Carpinteria, while the resumption of the kelp plant and street paving at Summerland have brought advancement to that community. Several hundred acres to walnuts were set out in Carpinteria Valley in 1922. The community has increased its high school facilities, and a strong move has gained headway to popularize the town proper as an all-the-year-round resort, because of unusually attractive beach, marine gardens and surf-bathing facilities.

Tulare County---A Land of Varied Opportunity

Big Gain in Vineyard and Deciduous Fruit Planting—Much Activity in Building—School Bond Voted

The year 1922 was characterized by general development. Building progressed in every city and town. $912,000 in high school bonds and $491,000 in grammar school bonds were voted; new schools and additions erected, extra teachers employed and special courses arranged. The Mt. Whitney country was opened to auto traffic through Camp Nelson. The government is building a highway from Three Rivers to Giant Forest and a road from Pine Flat to Jack Ranch. The "Sierra-to-the-Sea" highway was opened. The cattle business is coming back, mines have been reopened, a stucco plant established, cold storage and packing-houses erected and subdivisions and recreation centers formed.

TULARE COUNTY, with her wealth of treasure, her untold opportunity, might be compared to hidden riches at the rainbow's end, but in Tulare county that attainment is real; the pot of gold is there

Perhaps nowhere in California is more varied opportunity for investment, development and progress found than in Tulare county. Noted for its diversity of products, its number of good towns and thriving cities, the year 1922 is characterized by steady, wholesome growth, rather than spectacular development.

Like a fair garden in "The Valley of the Sun," Tulare county stretches in beauty from hoary Mt. Whitney to wideflung meadows and marshlands of "The Tules." Within her hills are semi-precious stones, gold, silver, copper, feldspar, zinc, magnesite, iron and cement. Monster Sequoias rear their heads above the pines and feathery ferns along her mountain wonderlands. Bear, deer, quail, gray squirrel, rainbow trout, etc., delight the soul of the hunter and Nature lover. General Grant Park, Sequoia National Park, California Hot Springs and Nelson's are among the more popular resorts, while countless mountain fastnesses offer retreat and recreation for desk-bound men.

Her foothills and plains abound with life and progress.

Tulare county has an area of 3,158,400 acres, with a valuation of about $75,000,000. The irrigated area represents 80 or 90 per cent of this value. The watershed of the county covers seventy-five miles along the crest of the Sierras, embracing a series of the highest peaks—the greatest area of any San Joaquin Valley county. Electric power is a great factor in industrial and domestic life, and is supplied by leading companies of the Coast. The exceptional rainfall and snow of the past season gave plentiful irrigation, and crops have repaid many fold.

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Vineyards Predominate

VINEYARDS have led in new planting for two seasons, 9700 acres being reported this year. Table and raisin grapes predominate. This development has been chiefly in the southern section, while new fig gardens led in the north.

Deciduous fruits come next with 4000 acres, holding about the same record as last year. Citrus-planting holds steady, while olives show 2500 new acres. Cantaloupes run about 1900 acres, and the youngest industry has arrived to stay. In practically their first season, Tulare county cantaloupes were reputed for superiority and earliness of maturity, gaining a prominent place in eastern markets. Vegetable and truck gardens have increased, early lettuce, onions, etc., demonstrating their worth and assuring a new industry.

All classes of livestock and poultry show material development, with special attention to "Better Sires." The Tulare County Round-up and Rodeo was declared the largest celebration of the kind in the history of the county, and indicative of the come-back of the cattlemen.

Tulare county citrus products were among the first on the market, navels being practically shipped before heavy frosts came. Prices were good. Pomegranates are attracting much attention, with by-products as a special study. Tulare county has the largest pomegranate acreage in the world.

This county was one of the first in the State to conform to the State law for rodent eradication, the spectacular work of last year being continued. Supervisors have been active in the movement to regulate trucking over highways as preservation of the State and county thoroughfares.

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Mecca for Tourists

AT A SPECIAL forest protection conference held in March, special plans for fire prevention were made, and fire loss in the Sequoia Forest this year was less than at any time in its history. New history was made by opening an auto road to Nelson's and the "Sierra-to-the-Sea" Highway. A State highway, in progress to the Giant Forest, is expected to be completed for next season. For the first time tourists were permitted to visit the Giant Forest during the winter months this past year. This custom is to be permanent.

At Mooney Grove, Tulare's big central park, the San Joaquin Valley Realty Association organized in the spring. Tulare county leads California with four Rotary Clubs. Lion and Kiwanis clubs have also been formed, and federated woman's clubs are active in county and State work.

Stupendous movements are under way in improved school facilities. The ten high school districts have voted $912,000 in bonds, and the 125 grammar schools, $491,300. Special departments provide opportunity for American and foreign-born pupils, as well as adults. At no time has education beckoned so alluringly.

Leases have been secured by prominent oil companies of the State, and seven "wild cat" wells are being carefully watched. Mines have reopened; a stucco plant, the first in a Pacific chain, established. Subdivisions are being developed all over the county. Building is in progress in every town and city. Theaters, stores, churches, hotels, packing-houses, residences, etc., are springing up everywhere.

Like gold at the "Rainbow's End," real treasures wait in Tulare county.

"Turkens," A New Fowl

George F. Mathay of Van Nuys is raising a fowl which is a cross between a turkey and a Rhode Island Red hen. The birds have the neck and head of a turkey, but the feathers of a red hen and the body is slightly elongated. It is said that they are more hardy than "turkeys straight," produce more eggs than ordinary Thanksgiving birds, and attain the weight of a Holland turkey. The meat has a decidedly turkey flavor.

Urges Diversified Crops

A prominent Imperial Valley rancher is a strong advocate of diversified crops for that section. "Putting the eggs all in one basket" does not pay, he asserts. Instead of all cotton or all cantaloupes or all watermelons, he advocates a little of everything in the farm line. "We must learn to rotate and diversify our crops," he states, "and study markets and marketing or fall behind in the procession."

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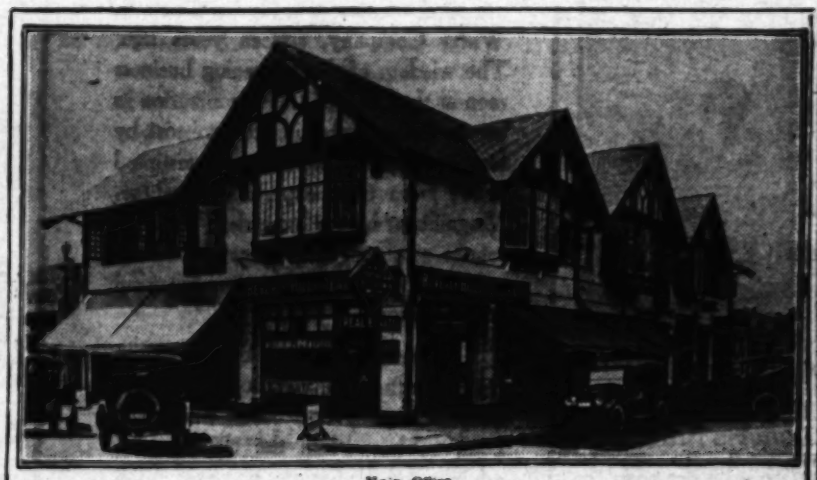
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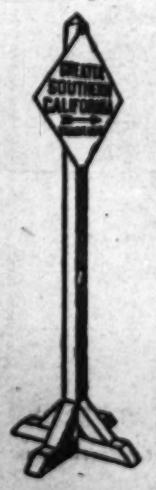
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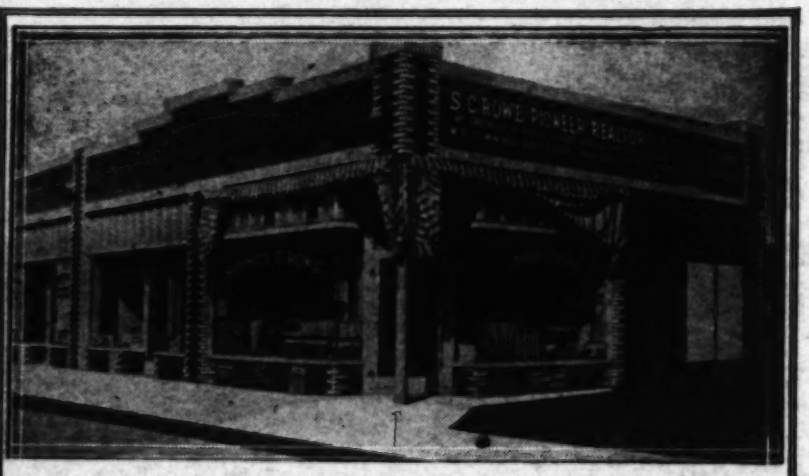


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Rapid Stride of San Luis Obispo County

Thousands of Acres of Farm and Orchard Lands Made Available to Settlement by Highways

Abundant rains and consequent large crops in 1922 made the year a prosperous one for San Luis Obispo county. High prices for fruit and nuts, brisk business conditions in the cities and building activity throughout the county added to the prosperity. Altogether the year 1922 was one of rapid advance for San Luis Obispo county.

Quicksilver mining in the county has been given fresh impetus by the placing of a protective tariff on quicksilver, and the mines, which have in the past been profitable to a high degree, are again being worked.

Poultry raising is assuming a position of importance in the county, and new small acreage ranches for poultry and berries are being opened up.

New schools have been built and new industries started. Highways constructed during the year have opened up sections heretofore difficult of access.

Large shipments of oil have been made from Port San Luis.

Land values in the county are increasing. The Estrella ranch near Paso Robles was sold recently for $514,500. This ranch contains 43,000 acres.

THE YEAR 1922 has been one of rapid development and prosperity for San Luis Obispo county. The plentiful rainfall and consequent abundance of pasturage proved a big asset to the live-stock growers throughout the county, while the fruit and nut crops were abundant and the high prices paid for the crops made them highly profitable to the growers.

Classed as a "cow county" only a few years ago, with its immense acreage used only for grazing large herds of cattle, San Luis Obispo is rapidly advancing to be one of the foremost fruit and nut producing counties in the State. The country sur-



rounding Paso Robles and Templeton has been found to be unexcelled for growing almonds, and the almond acreage is increasing yearly. This year there were 432,714 almond trees set out in the county. Other fruit trees were set out as follows: Apple, 20,632; apricot, 7393; berries, 31,245; cherry, 1132; fig, 972; grapes, 206,189; olive, 278; peach, 14,196; pear, 12,678; plum, 3009; prune, 54,228; walnuts, 414.

Most of the orchards in the county are young, and many came into bearing this year. To handle the crops of almonds in the Paso Robles district, there is a branch of the Almond Growers' Exchange, which this year has built a large, rat-proof warehouse to house the crops. In the Templeton districts, where the Oak Ridge Orchards and the orchards of the El Pomar section are rapidly coming into bearing, a packing-house has been opened this year and had a busy season. At Atascadero, where older orchards are bearing heavily and younger ones are coming into bearing, the dehydrator was working night and day, and a complete cold storage plant was built for handling fruits.

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Building

A STEADY increase in building throughout the county has been the rule during the past year, and the class of buildings being erected is improving. In Paso Robles and San Luis Obispo particularly, many homes of artistic types have been built during the past year. In San Luis, during the past year, two new schools, the Fremont and Hawthorne grammar schools, have been built. Both are of the most up-to-date construction and are of the mission style of architecture. The Emerson school in San Luis Obispo was practically rebuilt during the year, being completely remodeled and an addition made, so that it, too, is of the most approved type of school. Another handsome building erected during the year is the Snyder Block, built by Dr. G. A. Snyder.

The most important structure to be started during the year is the new Anderson Hotel, which will be located on the corner of Monterey and Morro streets. It will cost $160,000, and will be a five-story, reinforced concrete building. It will contain sample rooms, lobby, dining-room and kitchens, ladies' parlor and five stores on the lower floor, while the other four stories will be used for guest rooms, each with its bath. The hotel is being built by J. L. Anderson and his son, Harold, of San Luis Obispo.

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Live Stock

THE introduction of pedigreed live stock in San Luis Obispo has meant much to the live stock industry. The rangy beef cattle are rapidly being replaced by the heavier breeds, which can be raised more profitably, while the common dairy cattle are being replaced by pedigreed and thoroughbred animals of heavy milk strain. This year, at the State Fair at Sacramento, the Jersey cows exhibited by Warren and Cecil Day of San Luis Obispo were prize winners, and several of the horses and cows exhibited by the California Polytechnic School, which is located at San Luis Obispo, took prizes. At the Horse Show in San Francisco in October, several of the Polytechnic horses took prizes, their Percherons receiving the highest possible awards, with Motif being judged grand champion stallion, and Palo Alto Kitty, grand champion mare. The Polytechnic School is doing a real service to the stock raisers of the county in selling pedigreed stock to local stockmen at reasonable prices. Many of the finest herds in the county contain stock from the school.

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Poultry Raising

FROM the small farm flocks of poultry, raised on a hit or miss plan, a few years ago, poultry raising on a scientific scale has assumed an important position in this county. At Arroyo Grande are several large poultry farms which specialize in White Leghorns, and do a large business in eggs, fowl and day-old chicks. The Atascadero poultry colony is rapidly growing, and large quantities of poultry products are shipped from Atascadero every day in the year. Henry Miller, who for several years has been manager of the Atascadero Poultry Farms, has recently secured a tract of land at Eaglet, which he is opening for poultry and berry ranches, and which will undoubtedly do much to bring the poultry production of the county up to a much higher mark. He has opened a large clearing-house, and a 20,000-capacity hatchery at the colony, and has induced a large poultry-produce house of Los Angeles to open offices there, so that there will be a market at the very door of the ranches. Mr. Miller has been training several ex-service men in



poultry-raising, and many of these have taken ranches in the colony and are prepared to raise poultry on scientific principles. The Miller colony is co-operative, and feed is secured in carload lots, thus effecting a considerable saving for the poultryman. In San Luis Obispo several tracts of land have been divided into small poultry ranches, and there is every indication that this county will eventually be one of the principal poultry districts in the State. In addition to chickens, turkey raising is assuming a position of importance. Thousands of turkeys are herded on the large ranches near Cambria, Paso Robles and Templeton.

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Agriculture

BEANS have for years been a valuable crop of San Luis Obispo county, the value of the annual bean crop being estimated at about $1,500,000. Some of the best bean land in the State is located in this county. In the Arroyo Grande section, a heavy crop of pumpkins is raised, much of the crop being dehydrated and made into pumpkin flour to be used in making pies. Heavy crops of onions and tomatoes are also raised. In the northern part of the county, in the San Miguel section, much of the acreage is devoted to grain, particularly barley and wheat.

Because of climatic conditions and soil, several parts of the county are particularly adapted to seed raising. Motorists who have passed along the Morro road or the Pismo road when the sweet peas were in bloom will not soon forget the acres of brilliantly-hued blossoms and the perfume wafted from them. Aside from their value as part of the landscape, the flower seed farms in these districts and in the Chorro section are proving immensely profitable.

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Mining

ALTHOUGH mining has been rather at a standstill for the past year, with the low market price of chrome and quicksilver, the protection given to quicksilver by the new tariff has given impetus to quicksilver mining. The Klau mine, the Claus mine and the Oceanic mine are now producing much quicksilver, and large shipments from the Patriquin mine are being made through San Miguel, and a highly profitable year in this line is anticipated.

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Oil Shipments

LARGE oil shipments have been made during the past few months from Port San Luis, which is one of the largest oil-shipping ports in the world. Oil tankers dock at Port San Luis and are filled with oil which is piped direct from the oil fields of Kern county to the reservoirs of the Union Oil Company, the Standard Oil Company and the Associated Oil Company. The tank farm where the reservoirs of the Union Oil Company are located is just south of San Luis Obispo, the county seat, and is the largest oil-storage place in the world.

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Highways

MANY miles of highway have been built during the past year in this county, among the most important being the San Luis Obispo-Carmel road, which is now under construction. Several miles of this road have already been paved and work is going steadily forward. Aside from the fact that this road, which will follow along the coast practically all the way, will be one of the most beautiful scenic drives in the State, its principal commercial value to the county lies in the fact that it will open up a large tract of land hitherto inaccessible, which will be valuable for agriculture. The coast highway has already done much to add stimulus to the development of the town of Morro and Atascadero Beach. Property values in these places have advanced, and there is a brisk business in Morro real estate. A bridge across Morro Bay is planned and permission to erect it has been secured. Another result of the highway has been the installation of electric-lighting systems in the towns of Cayucos and Cambria.

Ventura County Gains in Population and Wealth

Lima Bean Acreage Trebled; Other Resources Show Gains; Many New Buildings But Population Grows Faster

Ventura county, the home of the lima bean, this year had over three times as many acres planted to this commodity as to any other crop. Sixty-five thousand acres of Ventura's plains and rolling hills bore beans this year for export to all parts of the world. The yield was normal or a little more. Walnuts rank second, with 20,001 acres set to these trees. A considerable percentage of these have not yet come into bearing. Sugar beets rank third. Their acreage is 18,200.

REGISTRATION of voters shows a marked increase in every town in the county with a notably large increase in the city of Ventura. More people have come into this county, just to the north of Los Angeles, this year than in any previous year. A great shortage in housing accommodations has resulted; though new building is almost keeping pace with the requirements. A great deal of improvement



has gone on at the Courthouse grounds, and a new jail is being built.

There are 470 acres more in citrus trees this year than last, according to figures furnished by the office of Farm Adviser Staunton. There are now 8633 acres planted to oranges, lemons and—a very small part—to grapefruit. A thousand new acres of apricots are in, bringing the total up to 11,375.

Other fruits are, pears 158 acres (58 new); apples, 241; plums, 12; peaches, 86. There are 400 acres in almonds. While there are many avocados planted singly in gardens and on ranch grounds, two acres only are officially reported.

Stock raising has been an important industry in the county since the days of the dons; but every year the tendency is growing to improve the breed of dairy cattle, rather than increase large herds of beef cattle. Around Oxnard, particularly, extensive experiments along this line are being made. All sorts of fine stock, horses, cows, and pigs, are owned and bred in the county.

Ventura county remains a sportsmen's paradise, largely through the strict conservation of game and restocking of the streams. Hundreds of thousands of trout from the Mt. Whitney hatcheries were planted in Ventura county streams this year. Deer hunting was uncommonly good this season.

The old Potrero ranch has been sold for a great country club, to be known as The Las Turas Lake Club. The Saticoy Golf Club has a membership composed largely of Ventura people. The course is being laid out by an expert, and will be one of the finest in California.

Oil is now one of the important resources of Ventura county. In the Ventura avenue field, the average daily production is about 4500 barrels. A considerable number of new wells have been brought in the past year. The Associated has built a large storage tank connecting with their pipe line



from the lease to the water front. It has also purchased land for a spur track and there is talk of a refinery.

The Shell Company has its own pipe line from lease to water front. Oil is shipped by tankers to Martinez.

Ventura county is twenty-third in the State, has 605,137 acres of assessed land and the value of the real estate is placed at $34,518,035. The value of the improvements is $8,358,801. Personal property is valued at $4,315,396. Value of non-operative property is placed at $47,199,732. Value of property assessed on operative roll is $1,756,328. The total value of property, as



returned by the auditor, is $48,956,060. The value of railroads, as assessed by the State Board of Equalization, is $5,474,135. The grand total of all property is set at $54,430,195. The funded debt is $1,818,000. The total county indebtedness is $1,818,000.

San Bernardino County Citrus Report

The results of the past twelve months' operation of the San Bernardino County Fruit Exchange have brought in a total of more than $1,375,000. These figures are about $125,000 beyond any previous record of the exchange.

Record Year for Harvests

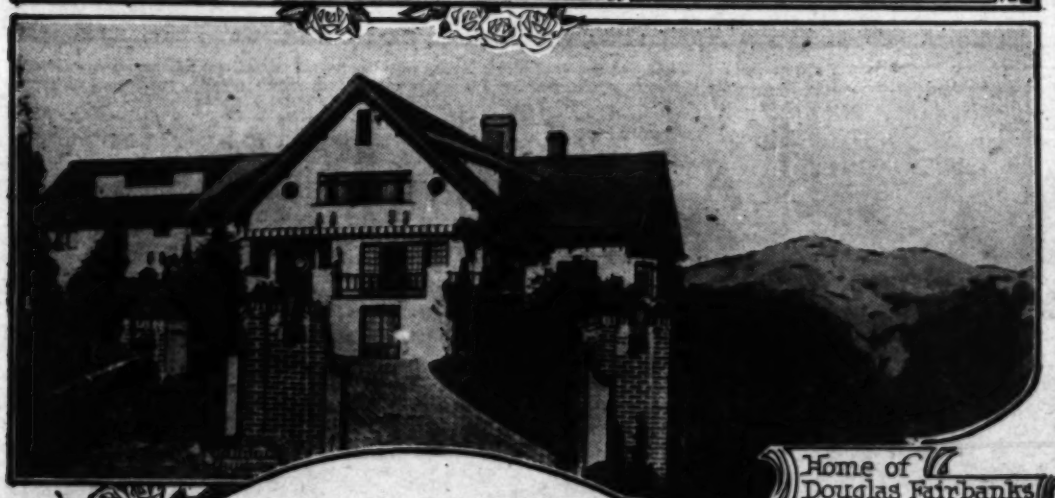
In all the agricultural States of the Middle West, as well as in the great agricultural State of California, the harvest of 1922 crops was greater than the average for the past ten years.

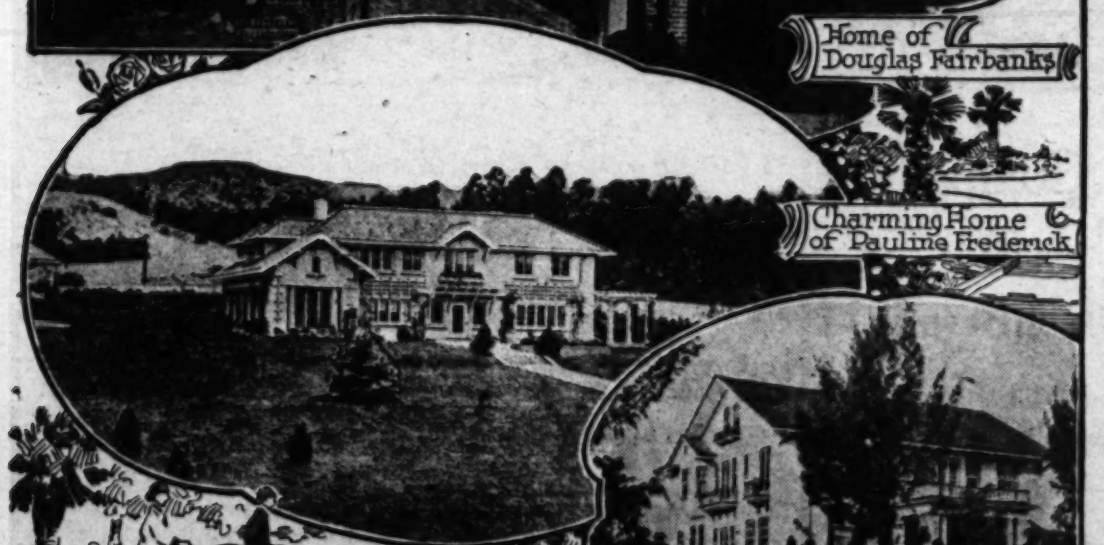
Beverly Hills

Exclusive Residence District in the Foothills between Los Angeles and the Sea











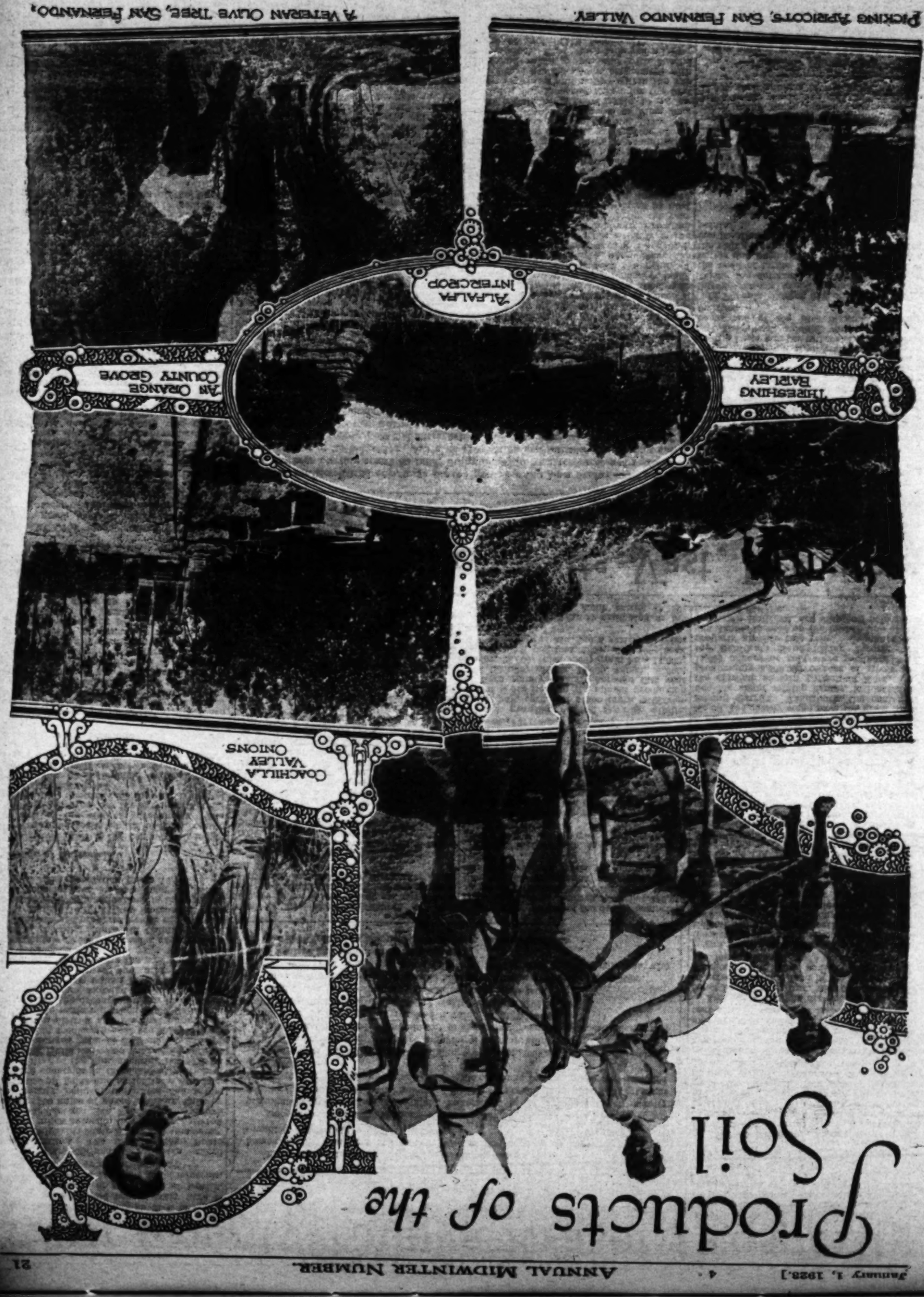
BEAUTIFUL Beverly Hills, the hope of thousands of families who live in less favored places, enjoys all the advantages of city and beach life yet is free from their inconveniences. This vast area of mountain foothills and rolling plateau is attracting those home-lovers who appreciate protection against the encroachment of business houses, apartment buildings and undesirable neighbors.

Within the limits of Beverly Hills lie more than 3000 acres where nearly two million dollars have been spent in splendidly paved streets, cement curbings and sidewalks, broad parkings planted with palms and trees, sewers, gas, electricity and water systems.

Beverly Hills was subdivided into building lots and acreage tracts by the principal owners, the Rodeo Land & Water Company, sixteen years ago. The wisdom of the far-seeing business men at the head of this organization in guaranteeing protection to investors by long-term restrictions has won unstinted praise from civic experts everywhere. Magnificent homes have risen on large estates, while modest homes of the bungalow type bask in the same beautiful surroundings.

The view from any Beverly Hills home discloses a vista of mountains, canyons, valley and ocean that is incomparable. Here the sloping land affords the landscape gardener most wonderful opportunities. Truly Beverly Hills, the beautiful, is an ideal site for a home. Here freedom from noise, dirt and crowded conditions is realized and residents dwell amid peace and quietude in a favored spot where man and nature have worked together to make an earthly paradise.

Thus beautiful Beverly Hills offers an opportunity to the newcomer who longs for a land of sunshine and flowers, secluded and apart, yet within twenty-five minutes from the center of the Metropolis of the Great Southwest —Los Angeles.



Rapid Stride of San Luis Obispo County

Thousands of Acres of Farm and Orchard Lands Made Available to Settlement by Highways

THE YEAR 1922 has been one of rapid development and prosperity for San Luis Obispo county. The plentiful rains of last winter and spring have produced bumper crops of all kinds, and the farmers have reaped a rich harvest. Many thousands of acres of farm and orchard lands have been made available to settlement by the completion of highways, and the county is now in the midst of a building boom which makes it rank among the most active counties in the state.

Dairying, poultry raising, fruit growing and general farming are the principal industries, and all are flourishing. Dairying is the most important, and the number of cows is increasing rapidly. Poultry raising is also a big industry, and the number of chickens is increasing rapidly. Fruit growing is also a big industry, and the number of trees is increasing rapidly. General farming is also a big industry, and the number of acres is increasing rapidly.

The county has a large area of land suitable for farming, and the soil is very fertile. The climate is also very favorable for farming, and the rainfall is plentiful. The county has a large area of land suitable for orchards, and the soil is very fertile. The climate is also very favorable for orchards, and the rainfall is plentiful.

The county has a large area of land suitable for dairying, and the soil is very fertile. The climate is also very favorable for dairying, and the rainfall is plentiful. The county has a large area of land suitable for poultry raising, and the soil is very fertile. The climate is also very favorable for poultry raising, and the rainfall is plentiful.

The county has a large area of land suitable for general farming, and the soil is very fertile. The climate is also very favorable for general farming, and the rainfall is plentiful. The county has a large area of land suitable for fruit growing, and the soil is very fertile. The climate is also very favorable for fruit growing, and the rainfall is plentiful.

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Beverly Hills Nursery

Examples of our Architectural Gardening

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BEVERLY HILLS
CALIFORNIA



East Lawn - Residence of Burton Green Beverly Hills

Entrance Front Residence of Arthur Letts Jr. Wilshire District

In the Garden Residence of Tully Marshall Hollywood

Patio Residence of Charles Seyler Jr. Los Feliz Heights

MADERA IRRIGATION DISTRICT

The signing recently of a contract between Miller and Lux and the Madera Irrigation District, leading to the formation of a water storage district which will include about one million acres of land to be irrigated from the San Joaquin River, appears to be the last step necessary to insure the complete utilization of this important river, both for power and irrigation.

The great Madera reservoir, the lowest possible on the river, which it is proposed to construct, supplemented by the storage effected by reservoirs of the Southern California Edison Company will ultimately insure a total capacity of about one million acre feet of stored water, available for both irrigation and power.

The preliminary work leading up to the construction of Madera dam, was started by a report made by Quinton, Code and Hill, consulting engineers, of Los Angeles, in the year 1914, and at this time the detailed plans and specifications for this great work are being prepared in the Los Angeles office of the firm. Preliminary plans for the power development have already been forwarded to the district.

The amount of bonds voted by the Madera District for the entire project was twenty-eight million dollars. This gives some idea of the magnitude of the contemplated work, which, in addition to the dam, includes the construction of large power installations, canal systems, and extensive underground water developments.

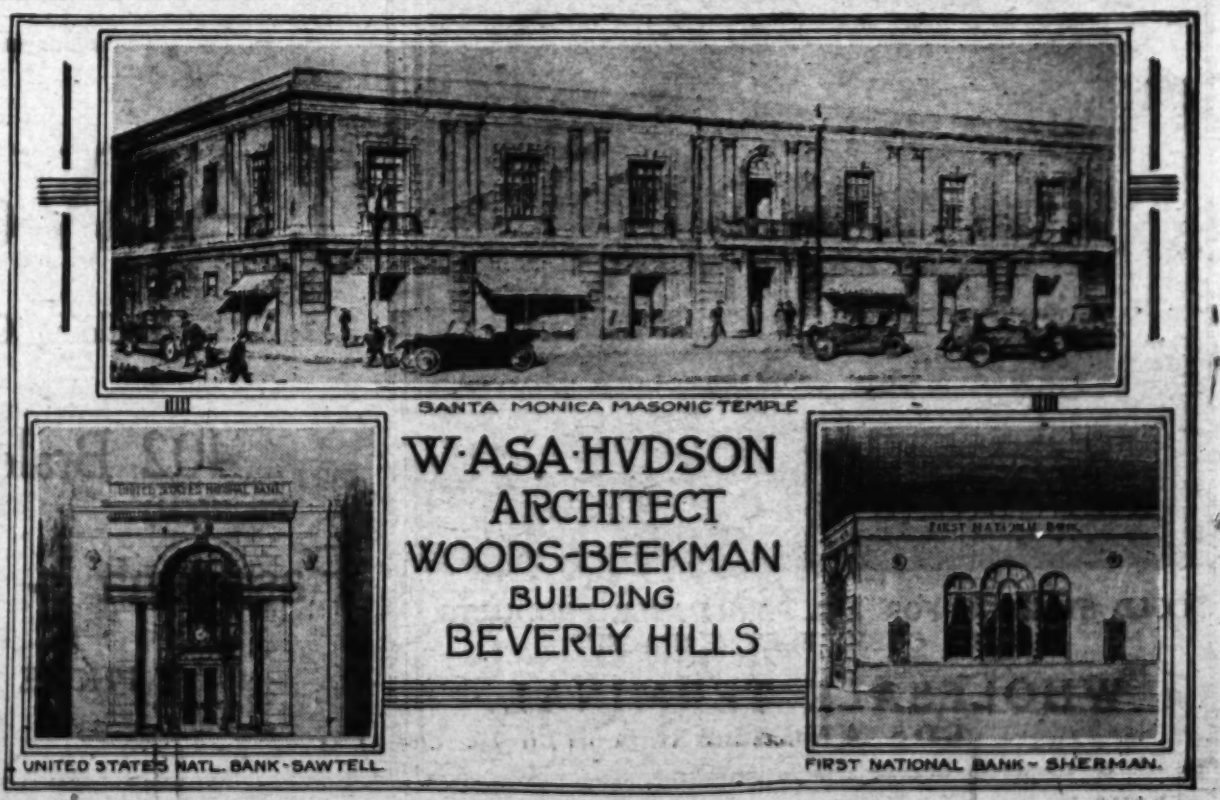
The amount of concrete entering into the construction of the Madera Dam will approximate 1,600,000 cubic yards, sufficient to pave a 20-foot road six inches thick for nearly 800 miles, or enough concrete to fill solidly a building the height and depth of the Hollingsworth Building in Los Angeles, with a frontage of nearly 2000 feet.

The result of building Madera Dam and the formation of this immense storage district embracing one million acres, will be the cutting up of large acreages held by corporations and private individuals into farms of 40, 60 and 100 acres, all of which will insure an upbuilding of this section of the great San Joaquin Valley, and make Madera county assume a commanding rank in agricultural output, as does her neighboring county of Fresno, which is now stated to be the second most productive county in the United States.

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Kern County Enjoys Era of Prosperity

Oil, Gold, Silver, Orchards and Stock Pour in Riches—More Than Million Dollars in New Buildings

Kern county is being transformed from a desert waste to a garden spot of homes by the small acreage farmer, who is fast settling up the rich lands surrounding Bakersfield.

Once depending only upon its oil production, which still continues to be approximately half of the State's yield, Bakersfield is fed by a rich back country pouring its wealth from desert mines, oil wells, rich grazing lands, fine fruit orchards and great dairy and grain farms. The bank clearings for the past year exceeded $60,000,000.

More than $1,000,000 in new buildings were constructed last year in Bakersfield. The surrounding towns are enjoying a corresponding growth.

Silver, gold, oil and other mineral products last year taken from underground storehouses of Kern county reached a value of $125,000,000.

Kern county's assessed property wealth exceeds $170,000,000.

Eighty-five miles of cement irrigation lines were laid.

Several big irrigation projects are in their preliminary stages of formation.

Thousands of acres are being improved by big fruit growing concerns who have realized the productivity of Kern soil.

Earliest fruits are shipped from Kern to eastern markets.

KERN COUNTY has an area of 5,164,000 acres and nearly every acre is productive of some kind of wealth, whether it be from oil, minerals, agriculture, timber or cattle-raising.

Two transcontinental railroads afford transportation. The famous Ridge Route of the California State Highway passes nearly 100 miles through this county between Los Angeles and San Francisco. Approximately 200 miles of paved highway, built by the county, connect the cities and towns with the oil fields and agricultural districts.

Kern county is in the sunniest portion of the Valley of the Sun, assuring the earliest shipping fruits and vegetables. The earliest navel oranges grow at Edison, the earliest Thompson seedless grapes are shipped from the Arvin district and the first apricots to go forth to eastern markets from California come from the orchards on the Kern mesa.

From the underground stores of her natural wealth, more than $125,000,000 in petroleum, gold, silver and other minerals have been taken during the past year. The oil production alone this year will be approximately 60,000,000 barrels, or more than half of the oil produced in California.

The assessed property wealth of Kern this year totals $173,767,287, an increase of more than $80,000,000 in valuations in three years. The schools have an enrollment of 14,000 pupils. The population totals 70,000.

• • •

Growth of Bakersfield

BAKERSFIELD is the commercial, industrial and social capital of Kern county, as well as the seat of government. The banking resources of the city alone total $23,524,310. Clearings for the year will total more than $60,000,000.

The city of Bakersfield extends from park-like lowlands on the west to the higher levels of the hills on the east, in a magnificent panorama of wide, paved streets, splendid public buildings and beautiful homes.

The business and industrial sections are modern and alive with a heavy volume of business. The civic center, including the county and city buildings, is one of the finest in the West. A new memorial home for the American Legion is soon to grace one of the sites in the civic center. Many additions are being made to the schools of Bakersfield, the program for the grammar schools alone calling for structures valued at $280,000. A number of new church edifices are going up or are to be built soon. A new Christian church to cost $100,000 is to be started at an early date, and the Catholics are planning the erection of a $30,000 structure for a Mission for Mexican children.

Club and fraternal buildings, libraries and other features, give a measure of the social status. The Woman's Club has recently finished a beautiful home at a cost of $60,000. The Masonic orders have broken ground, and the building is well under way, for a temple to cost approximately $200,000. The Elks are building a $250,000 edifice in the downtown district, and many handsome business structures are being erected, making a building program for the year estimated far above the $1,000,000 mark.

Bakersfield libraries are located in beautiful, well-planned buildings. The central library is in the north wing of the City Hall, while special buildings house the children's library and the East Bakersfield library.

The county library is located in the Courthouse. It contains 115,000 volumes, affording service to 155 branches. The county has erected branch library buildings in Delano, Taft, Wasco and Oil Center. Maricopa will also soon have its own county library building.

The valley portion of the county comprises more than 1,000,000 acres, with but 150,000 acres under cultivation, offering an invitation and an opportunity for thousands of colonists on good lands yet untouched by the plow.

Delano, to the north, is now installing a new $160,000 outfall sewer system as its latest improvement.

The fruit industry is growing by leaps and bounds because of the favored soil, climate and irrigation facilities. In the spring of this year thousands of acres in new vineyards and orchards were planted. Estimated acreage in fruit this year: Grapes, 16,000; apples and pears, 5500; oranges, 2300; olives, 1800; apricots, 1800; peaches, 1900; prunes, 1100; plums, 275; figs, 600; quinces, 30; family orchards, 1200.

Stock growing, general farming, alfalfa, grain, hay, corn and other crops, still represent a big item in the annual production of Kern county farms. Acreage this year will include: alfalfa, 75,000, wheat, 35,000; barley, 23,000, corn, 9500; grain hay, 12,000; cotton, 1000; potatoes, 1200; rice, 600; oats, 500; cantaloupes 350, and a variety of other small crops.

Live stock this year is estimated as follows: sheep 275,000; stock cattle, 45,199; dairy cows, 7203; pure-bred cattle, 219; hogs, 929,000 pounds; horses, 8669; goats, 1426; poultry, 8231 dozen. Kern county live stock always carries off high honors at the State fair.

• • •

Irrigation Projects

A HUGE irrigation project, fostered by Kern county farmers, is being promoted to supply water from Kern River to an area of 292,000 acres. This will be a merger of the present irrigation system which will serve the districts from Arvin, north to Shafter, Wasco, McFarland and Delano, passing Bakersfield on the west.

The Indian Wells Valley irrigation project contemplates the bringing of water from Mono Lake drainage area to the Kern and Fremont valleys in the county, southeast of the Sierra Nevada Mountains.

Another irrigation district is being fostered by Miller & Lux, who own thousands of acres of tillable land in the county. This district would bring under cultivation approximately 80,000 more acres.

The power companies as well, including the San Joaquin and the Southern California Edison companies, are active in extending service into the new colony districts. During the past year approximately eighty-five miles of cement pipe were laid in the pump irrigation area of the county for irrigation purposes. The greater part of this was on the lands of the Earl Fruit Company, a subsidiary of the Di Giorgio Farms Corporation, which is improving 3000 acres in the Arvin district. Wiley M. Giffen, president of the California Associated Raisin Company, has started development of a 2500-acre tract in the Arvin district, and Secretary Herbert Hoover is developing a model farm of 1280 acres between Shafter and Wasco.

The United States Agricultural Department has established a forty-acre experimental farm on land donated by H. A. Jastro, near Shafter.

Kern county's mineral wealth, aside from its oil, has chiefly come from the great Rand mining district. Randsburg, the center of five big silver mining camps, is located in the extreme eastern portion of Kern. Approximately 3,500,000 ounces of silver and 11,000 ounces of gold were produced from the California Rand Silver Incorporated property already this year. Johannesburg and Atolia, located on the branch line of the Santa Fe Railroad, are shipping points for the Rand district.

Arizona Thrives Because of Its Vast Resources

Great Mills and Furnaces Pouring Out Wealth of Copper, Gold and Silver; Live-Stock Industry Thriving

The sun-kissed land of Arizona for the past year has been finding itself anew, and has been starting afresh on fuller utilization of its vast resources and bettered development of its industries. Again its great mills and furnaces are pouring out their wealth of copper, gold and silver bullion. In early prospect is construction of hydroelectric works that will add enormously to the industrial wealth of the entire Southwest, with addition also of great agricultural acreages. Cotton has been dethroned in the agricultural valleys and diversified crops again are known. Livestock values have returned and lumbering is active.

ARIZONA again started on the upgrade in 1922. Early in the year most of the large copper properties resumed production. By the fall time this production had reached about 50 per cent of normal, and today a much nearer approach to a full output would be known were it not for the lack of skilled miners and craftsmen. Wages have been raised to an approximation of those paid during the boom war period. Under such conditions little profit is attending mining at the current price for copper bullion, but a very hopeful feeling exists. Some large improvements are to be noted for the year. The United Verde at Clarkdale has completed expenditure of several million dollars in new mine and smelter equipment. The Copper Queen, near Bisbee, has completed a 5000-ton concentrating mill and a similar mill is being erected by the New Cornelia Company at Ajo. Large improvements have been known around the Inspiration and other mines at Miami and Globe, while many smaller reduction plants have been provided for copper, gold and silver mines in all parts of the State. Especial interest attaches to Oatman, where new gold discoveries of importance have been known. There is promise of the addition of iron smelters. During the year was started a large dynamite factory near Benson, one owned by and mainly selling to the large mining companies of the Southwest.

The great Arizona copper mines in the Clifton-Morenci district finally have passed under control of the Phelps-Dodge Corporation, which now controls most of the productive mineral acreage of the district, and which is making plans for the eventual working of enormous copper deposits on a scale as large as ever heretofore known in any of the southwestern low-grade camps.

In an industrial way, high importance attaches to the progress made toward damming the Colorado River, for the development of water power and for the storage of floods, this storage to serve for the irrigation of much larger areas of land and for the protection of Imperial, Yuma and other valleys along the river's lower course. At Diamond Canyon announcement of readiness for work has been made by the J. G. Girand interests, which include a number of large mining corporations now seeking better power supplies in the possible eventual deficiency of oil, fuel or coal. Near Lee's Ferry, the Southern California Edison Company is asking permission to install one of the greatest dams in the world, backing water 120 miles upstream, into Utah, and creating a power reserve that would be of tremendous advantage to both Southern California and Arizona. At Boulder Canyon, between Nevada and Arizona, the United States Reclamation Service has planned for a dam which primarily shall be for storage. From this enterprise Arizona hopes to benefit in the irrigation of possibly 500,000 added acres, while the area of added development in California will be even larger.

On Salt River, the Salt River Valley Water Users' Association is ready to proceed on the construction of two dams, intended to secure a triple power use of the river flow before it is delivered to the association's canals. On this enterprise will be expenditure of about $6,000,000, with resultant addition of about 50,000 horsepower and with storage, added to that of Roosevelt, enough to insure extension of the irrigation project near Phoenix by fully 50,000 acres. On the Gila, hope is known in larger degree concerning the early construction of the San Carlos storage dam, so much needed by the Florence and Casa Grande sections, while similar catchment basins may be created upon the upper river for the especial benefit of lands from Duncan to Pima. Plans have been perfected for a storage dam on the San Pedro near Charleston. There has been completion of the Lyman dam above St. Johns on the Little Colorado, this structure built mainly through funds advanced by the State. There has been completion of a $300,000 dam in the channel of Cave Creek, north of Phoenix, to assure safety from floods in the western part of Phoenix.

Around Phoenix, the irrigated acreage is being increased yearly by inclusion of lands served by pumps and, near the river, of lands drained by pumps or ditches. At Yuma has been extension of a mesa unit, served by pumps delivering water from the main canal. A half-dozen new irrigation projects have been outlined during the year and are expected to be in operation by next winter. Especially might be mentioned pumping enterprises on the lower Santa Cruz and along the Gila.

Cotton appears to have been dethroned as the main crop in the Salt River Valley and other valleys and there has been rather general return to alfalfa and feeding of cattle. Still, this year, in the Salt River Valley, was grown 80,000 acres of Pima long staple cotton, while short staple, to the extent of a few thousand acres, for the first time was grown and ginned within the valley. There has been some experiment with table and raisin grapes and with special food products, from which is hoped a larger return of profit than from ordinary field crops.

The live-stock industry of the State has been almost stagnant for two years, but now is recovering, with demand for both feeder and fat cattle and for sheep. While the usual summer rains were only local, live stock passed through the dry season in fair shape and little loss was known. The State now is said to have 1,000,000 sheep, without inclusion of the Navajo bands.

The lumber industry has resumed activities in the northern part of the State, where five large mills have been in operation for the latter part of the year.

Road building has been continued, with incidental expenditure of immense sums, provided by the national government, the State, the Forestry Service, the Indian Bureau and the counties. The central highway from Superior to Miami was completed during the summer, at a cost of nearly $1,000,000, and now the same grading forces are finishing expensive repairs on the famous Apache Trail Highway, from Mesa to Roosevelt, a scenic road that again is drawing to itself a large number of tourists. The Roosevelt Lake, well stocked with fish, has become one of the State's great sporting features.

In Phoenix, Tucson and other cities building operations were resumed extensively during the summer, after demonstration of the need of larger housing facilities and of hotels and business blocks to accommodate the rising tide of business. There has been continuation of school building at many points.

Wild Horses a Nuisance

The wild range horses of Arizona have come to be classed as a nuisance. They eat the grass that is needed for other uses and are no asset to anyone. The president of the Arizona Cattle Growers' Association states that many ranchers would gladly give away such range horses to any person who can rope them and take them away. On one ranch many range horses are for sale at $10 a head. There are said to be close to 13,000 such animals in the State.

Redlands' Apricot Crop

The apricot crop in the vicinity of Redlands this season brought in a total revenue of about $100,000. More than 2000 tons were harvested, of which about 500 tons went to the canneries and the balance of the crop was dried. An excellent price for the crop is assured, for the yield over the State was not as large as usual.

Advertisements—Business Announcements, Enterprises, Real Estate, Commerce.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature and responsibility for which are shown by the notices themselves.]

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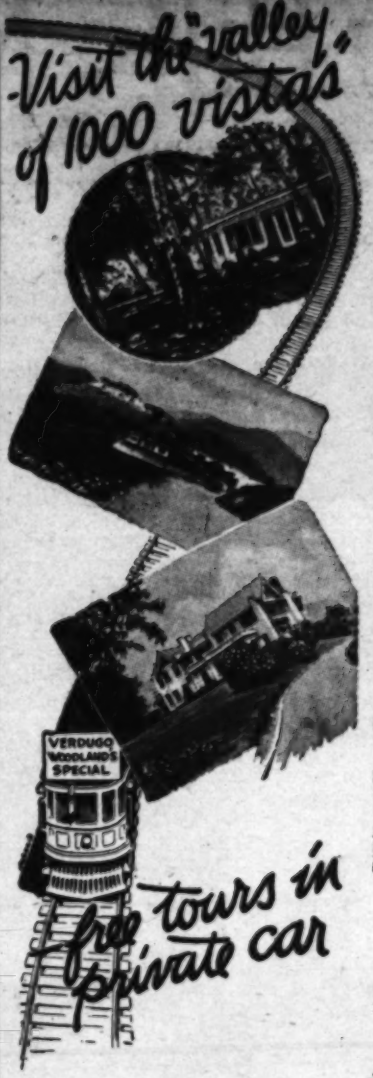
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Now is the time to buy that homesite in Southern California's prettiest valley—in the picturesque highlands of Glendale, America's fastest growing city.

Verdugo Woodlands is like a touch of old Switzerland. Chattering brooks of pure, sparkling mountain water—clear vistas of rugged mountains — little amphitheaters backed by beautiful, laurel-covered foothills — great gnarled sycamores — evergreen live oaks—clusters of alders — distinctive homes — high, healthful elevation—pure air filled with the perfume of sage and mountain shrubbery—this is Verdugo Woodlands.

Spacious tree-covered homesites for as little as $950, ON TERMS! Also, lovely, liveable homes in Spanish and Colonial styles on easy terms. F. P. Newport Company, second floor Central Bldg., 108 W. Sixth St., Los Angeles.

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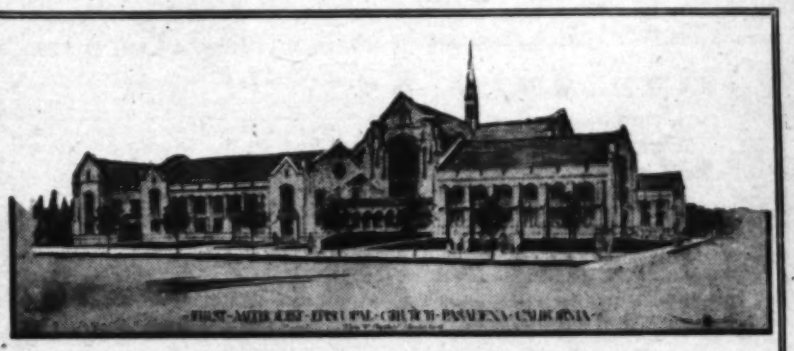
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Kern County Enjoys Era of Prosperity

Oil, Gold, Silver, Orchards and Stock Pour in Riches—More Than Million Dollars in New Buildings

KERN COUNTY has an area of 5,164,000 acres and nearly every acre is productive of some kind of wealth, whether it be from oil, minerals, agriculture, timber or cattle-raising.

dairy cows, 7303; pure-bred cattle, 219; hogs, 929,000 pounds; horses, 8669; goats, 1426; poultry, 8231 dozen. Kern county live stock always carries off high honors at the State fair.

Land A-Hoy!
California
Pick Up a Safe Pilot
To Carry You Into
The Port of Prosperity—



REAL ESTATE is a business; also it is equally a profession. A business in that it involves the buying, selling and leasing of the source of all wealth. A profession in that it applies scientific knowledge to its various functions. This is primarily the foundation of the W. A. Heitman Company. A veritable machine constructed of carefully tested units; each unit representing a department of real estate, and each of these departments in charge of a trained specialist.

COMMERCIAL properties, perhaps more than any other branch of the business, require the most careful analysis. In this department every known kind of business or industrial location is handled. Here commercial properties are sold, rented or leased. Invaluable service pertaining to technical or legal negotiations can be rendered to both tenant and landlord. If special buildings not usually found on the market are required, arrangements may be made for ground leases and the construction of such buildings. Satisfactory housing for the tenant and conversion of non-earning properties into income-producers is the purpose of this department.

HOUSES and lots may range from the modest bungalow to the gentleman's estate. The reputation of the W. A. Heitman Company has placed in its hands one of the largest and most select, exclusive listings of residential and income properties in the West. Clients of this department may be assured that prices quoted are based upon accurate appraisals and are free from inflation.

IN CO-OPERATION with our Farm Lands Department we have over sixty associated representatives throughout California who have been carefully selected as to their standing, knowledge of soils, prices and local conditions in their respective localities. This extensive free service enables us to secure for our clients the particular type of property in the section desired and which will best meet their individual requirements, having in mind at all times the future success of their undertaking. Detailed information concerning California's widely diversified crops and the respective sections for producing them is always available through this department gratis. It is possible that we may have exactly what you want, if not, sixty men will endeavor to find it for you.

INSURANCE is, of course, necessary to the protection of property. In accord with its policy of giving complete service the W. A. Heitman Company handles all classes of insurance for either individuals or corporations. Fire, Liability, Compensation, Burglary, etc. Representing five of the strongest and best known companies in the United States this department can guarantee the acme of service, protection and adjustments. Advice on all insurance problems will be freely given at all times.

SUBDIVISION, comprising as it does, the conversion of large tracts of unimproved acreage into highly improved city or suburban home-sites, entails a vast amount of technical knowledge. This department of the W. A. Heitman Company is composed of experienced engineers and draftsmen to supervise the mechanical aspect and a highly trained force of salesmen to undertake and carry through to completion the sales campaign. The W. A. Heitman Company has a most enviable record in subdivision both as to the sale of acreage in wholesale quantities to outside operators and the sale of a number of large properties lot by lot to the individual home-builder.

EXCHANGES of property anywhere in the United States for real estate in California may be consummated through the Exchange Department of the W. A. Heitman Company. A most extensive list of desirable city and country properties available for trade, is always on hand and to those wishing to effect an exchange, this department can be of the utmost assistance.

A NUMBER of the finest buildings in Southern California stand as monuments to the efficiency of the W. A. Heitman Construction Company. Complete engineering and construction service is offered our clients. Bids and estimates will be gladly furnished upon any construction work where expert technical knowledge is required.

OCCUPYING the entire floor of a centrally located building with all departments carefully grouped under one management, the W. A. Heitman Company is most unique in its organization. Each department head is a trained expert in his line, yet so perfectly do these departments dovetail that a most efficient service can be rendered to clients either local or at distant points. Make known your wants by correspondence, or better still, visit us and learn of the unusual service we are rendering.

References:
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Advertisements—Business Announcements, Enterprises, Real Estate, Commerce.

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EDWIN G. HART

Established for twenty years in Los Angeles in the development and sale of fancy suburban and foothill properties, large ranches for cattle, agriculture or colonization in California and Mexico, Edwin G. Hart, real estate and investments, has a foremost place among the widely known conservative realty operators.

With main offices at 727-731 Van Nuys Building, Mr. Hart makes reports on ranch properties, and now has the largest two acreage subdivisions in citrus and avocado lands in this part of the country.

His North Whittier Heights tract was put on about eight years ago and La Habra Heights about one year ago. These two tracts combine the largest planting of avocados in America.

One of the important branches of Mr. Hart's business is his speciality of frost-protected avocado and citrus lands.

In addition to being a member of the Los Angeles Realty Board, Mr. Hart has stepped into the foremost rank of those who have had most to do with the development and settlement of California and Mexican lands.

Always careful about any statements he makes about investments, he has won the confidence of a large class of investors who have come to depend upon his judgment.

MILLER BOX MANUFACTURING COMPANY

During the past twelve months the Miller Box Manufacturing Company has doubled the capacity of its mill, and has installed about fifteen thousand dollars' worth of new machinery, and added a sash and door department to its lumber and box departments.

On account of the various avenues of outlets which the company has for its lumber, the institution is able to furnish exceptionally good qualities at exceptionally low prices.

Milton Metzler has been re-elected general manager; Mr. C. G. Letteller, manager of the box department; Mr. A. L. Harrison, manager of the lumber sales department; Mr. H. J. Bratley, office manager; Mr. Louis Fahrmann, superintendent of operations.

THE ANSWER TO THE MARKETING PROBLEM

"Your marketing problem, Mr. Vegetable Grower, can best be solved by an agency equipped with a sales organization which includes all of the carlot markets for vegetables."

It was a man of long experience in growing vegetables who was speaking. For years he had been marketing his crops through the California Vegetable Union and he was able to appreciate the facilities which had been built up by that organization. As an outlet for his extensive shipments, as an instrument for correct distribution, as a medium for getting market information quickly, and above all, as a means of securing results in sales, it had demonstrated its ability. The man continued:

"The services of the California Vegetable Union as selling agent are performed for growers and growers' associations in the various sections of the State. The services include not only the sales work which is the chief function, but assistance is also given the grower and the industry in various ways.

"You owe it to yourself to call upon them and find out all about the facilities which they afford and the services which they offer. You will find their offices in Los Angeles, 712 Union Oil Building."

BRESEE BROTHERS

One of the oldest firms in Los Angeles, Bresee Brothers, Undertakers, have well-appointed facilities in all departments, thus assuring their patrons complete satisfaction at moderate rates.

The firm has been continuously in business since 1892. It is located at No. 855 South Figueroa street. The directors are Ernest H. Bresee, P. W. Bresee and M. A. Bresee.

These directors are constantly studying and incorporating in their service every advancement in methods for rendering mortuary assistance.

Thus they have established their splendid reputation, and have attained the high confidence those they serve have in them.

MILLION POINT MINERAL COMPANY

This company, financed by representative business men of Los Angeles, has developed a ledge of pyrites near Needles, California, that has been tested and found to be the most efficient crystals known for radio receiving sets. The crystals from this ledge are all tested for distance at Needles from the San Pedro sending station, 300 miles away. The ledge being mined is very large and members of the company announce that the supply is practically unlimited.

Intention is to market the crystals nationwide through a holding company to be known as the Million Point Sales Company, with general headquarters in Los Angeles. In marketing the crystals are to be packed in sizable boxes, tested and guaranteed, bearing the trade-mark "M. P. M."

Salesmen are now covering the United States making jobbing connections and this work will be reinforced by an advertising campaign that will make M. P. M. Crystal a household term wherever radio sets are used.

CASS MANUFACTURING CO.

This company has the distinction of being one of the large companies in Los Angeles manufacturing complete equipment for restaurants, hotels, institutions, cafeterias, etc., where ventilating, cooking and culinary appliances are concerned. General salesrooms of the company are located at Nos. 208-210 South Spring street and the factory covers an acre of space in East Twenty-fifth street.

The Cass Manufacturing Company covers all of Southern California, Arizona and Nevada. Its principal manufactured products include ranges of special type, bake ovens, steam tables and complete dish washing appliances. The factory is fully equipped to make anything of special design and the volume of business has shown a continued healthy increase with the steady population increase all over the territory covered.

Aside from the manufactured lines turned out in its own factory the company acts as selling agents in this territory for G. S. Blakeslee Company, Wrought Iron Range Company, Crescent Washing Machine Company and John E. Smith's Sons.

AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA

Motorists of Southern California have good reason to be proud of their own organization—the Automobile Club of Southern California, which is now the largest motoring club in the world.

Not only is this organization the largest, but it is conceded the world over to be the most active and to render the highest degree of service.

Insurance to members at cost is one of the vital activities of the Auto Club, and thousands of automobile owners have taken advantage of the splendid insurance facilities offered by the organization.

Motorists who visit Southern California from other States are loud in their praise of the sign-posting system found on local and transcontinental highways which has achieved a national reputation for accuracy and stability. More than 87,000 signs have been erected on the roads by this club.

Touring information is furnished free of charge to hundreds of motorists daily by the club and millions of maps are distributed every year. More than 3,000,000 maps were given out last year to members and to eastern visitors. Maps are now available at the county offices of the club for practically every highway in America, and road information for foreign countries may also be obtained.

The theft bureau of the club is engaged in recovering stolen automobiles and in apprehending car thieves. Seven detectives are employed in this work. Thousands of dollars are saved to club members by this department alone.

One of the big advantages of club membership is found in the legal department. Others are found in the car-shipping department and the official magazine.

INDUSTRIAL LOAN & INVESTMENT COMPANY

A boon to salaried people who from time to time have need of more money than they can spare is found in the business of the Industrial Loan & Investment Company, of 307 South Spring street.

This company lends money to salaried people in amounts up to $500, depending on their character and earning capacity.

Loans are repaid in monthly installments. The evidence of satisfactory service, reasonable terms, and courteous treatment accorded patrons by this company is the enviable reputation and large business the company has built up.

CAWSTON OSTRICH FARM

Situated in semitropical setting of live oaks, palms, orange trees and flowers, with hundreds of ostriches, the largest and mightiest of all birds, the Cawston Ostrich Farm is an unusual, instructive and interesting sight.

The Farm is situated in South Pasadena, hardly half an hour's ride from the business center of Los Angeles. The first Cawston shipment of fifty ostriches arrived in California from Africa nearly forty years ago.

Descendants of these pioneer birds may be seen now at the Cawston Ostrich Farm where, with their peculiar habits, they entertain thousands of visitors every year.

Also a $50,000 exhibit of ostrich feathers, the Farm's own creation, and one of the finest in the world, may be seen. Cawston feathers have won innumerable gold medals at various world's fairs. The visitor will never forget the time spent at the Cawston Ostrich Farm, not only because of the peculiar habits of the large flock of ostriches found in an environment and spacious grounds in which they have long since resumed their natural habits, but because of the natural beauty of the Farm's location, the consideration and courtesy shown visitors, and the thorough knowledge of the history and habits of the queer African birds possessed by the attendants and lecturers, which knowledge is freely imparted.

GIANT RACING COASTERS

"The Bobs" would be recalled by persons all over the world, for none who has ever visited the new recreation pier at Venice would ever forget the big coaster thriller owned and operated there by Frank M. Prior and F. A. Church.

"The Bobs" is one of the longest and probably the largest riding device of its kind in the world.

Messrs. Prior and Church also control "The Dipper," one of the longest, popular speed attractions in the country. This, also, is on the Venice pier. They also operate the "Race Through the Clouds," which has carried more than 30,000 passengers in one day. They control the "Great American Racing Derby" company at Venice, as well as a new giant racer recently erected in South San Francisco.

Mr. Prior is business manager of these enterprises. Mr. Church attends to the secretarial and treasurership duties, and is the engineer under whose supervision and direction every feature of these racing coasters was constructed.

He keeps a particularly watchful eye over the concessions at all times, thus assuring the safety of patrons.

THE OWEN ROOFING COMPANY (Incorporated)

With many large roofing contracts to its credit, including the Union Terminal Building, of Los Angeles, and other structures, the Owen Roofing Company, incorporated October 19, 1916, has become one of the important institutions of its character in the Pacific Coast region.

The company has roofed many of the imposing structures of Southern California. It fully guarantees its work. Its reputation for careful construction is established.

J. A. Owen is President, H. Beesley, Vice-President, and Thomas F. Fitzgerald, Secretary-Treasurer of the Company.

The general offices are at 915 Santa Fe avenue, Los Angeles.

THE BROADWAY FLORIST



Dan Stathatos

Constantly progressing and expanding as his patronage requires, Dan Stathatos, otherwise "Dan—The Broadway Florist," still holds his place as proprietor of one of the largest flower services in Southern California. Established in 1909, The Broadway Florist does a retail and wholesale business. Located at No. 414 South Broadway, this modern flower service offers patrons a distinctive attention to every wish. With a staff of from fifteen to twenty-five expert designers, proper flower combinations and designs are assured. Three delivery machines give prompt local service, while the out-of-town department guarantees prompt telegraphic delivery to all parts of the United States and Canada when a patron desires to "Say It With Flowers" to relatives or friends afar.

Mr. Stathatos takes an enthusiastic interest in Los Angeles' upbuilding, being an active member of the Chamber of Commerce, Merchants' and Manufacturers' Association, Advertising Club, and a large majority of the fraternal organizations.

THE McGILVRAY-RAYMOND GRANITE COMPANY

This company is one of the largest and best-known contracting enterprises in the State of California. Los Angeles offices and yards are at No. 678 Utah street; telephone, Boyle 1146. Contracts handled by the company locally and through its San Francisco offices and yards include the supplying of materials for some of the largest buildings erected in California.

Operating its own quarries in Madera and San Diego counties, the company ranks among the largest enterprises of its character in the Pacific West.

WASHINGTON BUILDING
Third and Spring Sts.
Modern 13-Story Fireproof Office Building
Catering to high class Attorneys and Manufacturers' Agents
Three blocks from Court House
Campbell-Joralmon Co.
(Agents)
400 Washington Bldg.
60373 Phones Broadway 3903

LANDS
Alfalfa, Dairy & Stock Ranches
Vineyards & Vineyard Lands
Suburban Homes
Specializing on
Chino Ranch
San Joaquin Valley
San Fernando Valley
Owens Valley
Management of ranches for Non-residents
Campbell-Joralmon Co.
Washington Building
Los Angeles, California

Pitino & Capasso Fruit Co.
Wholesale Fruits and Produce

J. Pitino

T. Capasso
The Largest Shippers
Loquats and Avocados
Our Specialty
Write for Quotations.
Office Los Angeles
724 Market Court
The Wholesale Terminal

How the Mighty Colorado River Will Be

PICTORIAL CONCEPTION BY CHARLES H. OWE



Ranch homes now have gas for cooking and lighting

Be Put to Work for the Whole Southwest

H. OWENS.—COPYRIGHT BY LOS ANGELES TIMES





How the Mighty Colorado River Will Be Pu

PICTORIAL CONCEPTION BY CHARLES H. OWENS.—

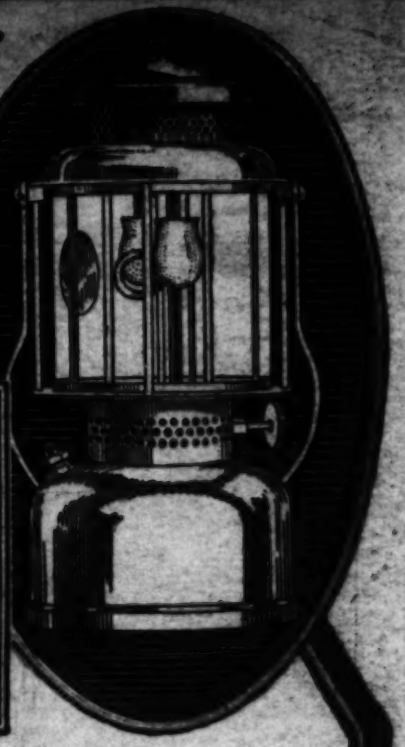
Ranch homes now have gas for cooking and lighting

In thousands of ranch homes everywhere, Coleman Quick-Lite Lighting and Cooking Equipment is providing every city convenience. Plenty of pure white, brilliant light for every task and pleasure—inside the home and out. Plenty of gas for every cooking need, at the turn of a valve. Think of the saving in time and work! What a boon to every rural housewife! You, too, can have these wonderful conveniences—all at a surprisingly low cost.









Coleman Quick-Lites

"The Sunshine of the Night"

The Quick-Lite Lamp. You'll like the Quick-Lite best of all for the abundance and beautiful quality of light it gives. Such a lot of bright, cheerful radiance—such a helpful sight-saving light it is, too. Here's a light so strong and brilliant, so crystal clear and pure white that you can match colors with it. So like daylight that you can read the whole evening through without eyestrain under its smooth, steady, shining glow. 300 candle power—brighter than 20 old style oil lamps. Generates in a few seconds from the heat of common matches. No greasy wick to trim—no dirty chimneys to wash. Can't spill or explode—even if tipped over. Economical; beautiful in design; solidly built of brass.

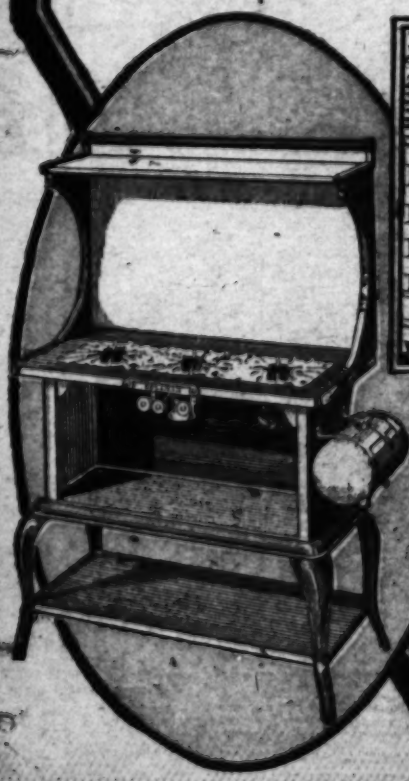
The Quick-Lite Lantern. You'll have a lot of uses for this handy lantern—it is just what you want for late evening and early morning chore work around your barns, feed-lots, milking sheds, tool houses, cellar and garage. It's the finest kind of a light for night hauling, plowing, harvesting, repairing, fruit packing, building work, ditching, feed grinding, road grading, camping and hunting, auto-touring. 300 candle power, same as the Quick-Lite Lamp. Won't blow out in wildest storm. Has wind-proof and rain-proof mica globe with metal reflector. Can't spill fuel or explode even if tipped over or rolled around. Cheapest to use—more than 40 hours' brilliant service per gallon of fuel.

Coleman Cookers give every convenience of natural gas. With these wonderful stoves you can cook an average meal on about two cents' worth of fuel. No wicks, no cones or chimneys; no smoke, no ashes—clean, safe, economical. Coleman Cookers are sturdily built for long service—complete with fuel tank as illustrated or larger outside tank if preferred.

Coleman Cookers give a quick, hot flame. A wonderful help and time-saver for housewives. Simple and easy to operate. Made in several styles. See your dealer for a FREE demonstration.

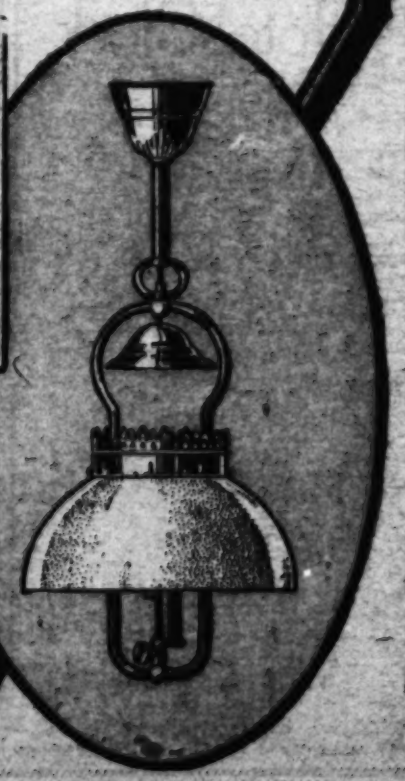
Quick-Lite Lighting and Cooking Plants solve both the lighting and cooking problems in city and country homes, efficiently and at low cost. With the Coleman plant you can have all the pure white, 300 candle power brilliance you need, in every room in your house. From the same gas supply tank you can have gas for cooking, heating water, etc. Easily installed at low cost. No dirt, no smoke, no ashes. No engine or motor to get out of order. No complicated machinery.

Just the thing for Stores, Restaurants, Churches, Halls, etc., as well as for the home. Investigate at once! See how easy it is—no matter how far from the city you are—to have plenty of gas for every lighting and cooking use.









SOLD BY HARDWARE AND GENERAL STORES EVERYWHERE

Go to your nearest dealer today and let him show you the Quick-Lite Line! Let him demonstrate the Quick-Lite Lamp and Lantern. See what brilliant, steady, dependable light they give. See the Coleman Cooker, too. Learn what a wonderful and efficient stove it is. And he'll be glad to tell you all about Quick-Lite Systems for lighting and cooking. If your dealer can't supply you, drop into our sample room, 120 South Los Angeles Street, or write us. Dept. LA-S.



The Coleman Lamp Company

Largest Manufacturers of Gasoline Lamps, Lanterns and Lighting Plants in the World

120 S. Los Angeles Street

Los Angeles California

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Millionaire Self
SECOND
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ANNUAL
MIDWINTER NUMBER

Los Angeles Times

JANUARY 1, 1923
ISSUED BY
THE TIMES-MIRROR COMPANY

PART I. The Year's Achievements
PART II. Commerce, Industry
PART III. Encyclopedia
PART IV. The Great Southwest
PART V. Pictorial Journey

POPULATION

Los Angeles City..... 760,000
Los Angeles County.....1,270,000

AREA

Los Angeles City... 366.17 sq. miles
Los Angeles County. 4067.00 sq. miles

Los Angeles county has more than 500 miles of paved roads.

Los Angeles county leads all the counties of the United States in the value of soil products and the value of farms.

Los Angeles is the center of the most traveled section in the world. Half a million people annually visit Southern California.

Los Angeles Harbor is the largest fish canning port in the world.

Los Angeles Harbor is the largest lumber importing point and the largest oil exporting harbor in the United States.

THE CALL OF CALIFORNIA

BY JOHN S. McGROARTY

Of old she called with her lips of song.
She called with her breath of musk
From peaks where the sunlight lingers long,
And the vales in the purpled dusk;
She called to the seas with their tides of tang,
To the ships of the far-off fleet,
And they came in the lure of the song she sang,
With their white sails, to her feet.

With cheeks of olive and eyes of night,
They laughed in her glad caress,
And she gave them her Land of the Living Light
For their wandering feet to press;
She gave them her Land of the Sun and Shine
Where the seas and the desert part,
And they brought their gifts of the fig and vine,
And wound them around her heart.

Yes, oft in the light of the mellowed moons
From the jaspered heavens hung,
'Mid the tinkle of soft Castilian tunes,
And the bells from the Missions rung,
She dreamed of her bounty brimming o'er,
With its largess of field and plain,
And then from the sweep of the sunlit shore,
Her fond lips called again.

Again she called, and from far away
Over desert and mountain keep,
In lands where the wind-swept prairies lay,
And the ice-clasped torrents sleep,
They heard her voice, like a golden chime,
And in dreams they saw her rise
From golden streams in a golden clime,
'Neath the blue of summer skies.

They came and she dowered with spendthrift hands
The hopes of their wildest dreams,
And she flung at their feet the golden sands
That shone in her laughing streams—
Saxon and Teuton and Celt that trod
The paths of her treasured springs,
With shoon of silver their feet she shod,
And clothed them in robe of kings.

So hath she called with her lips of song,
Of old, with her breath of musk,
From hills where the sunlight lingers long,
And the vales in the purpled dusk;
And so, from her soul's unweaned love
Rings her voice with its olden thrill—
From the seas below and the skies above,
She is calling, calling still.



THE UNIQUE SOUTHWEST

THE Southwest has just closed its year of greatest constructive achievement and growth. Upon the solid foundation of past accomplishments it has builded securely for a magnificent future. The fastest growing region of America, the Southwest has advanced in the past year by reason of resources and advantages peculiarly its own and has progressed along somewhat different lines than any other portion of the world.

The Southwest is unique. It is an empire of itself and like no other. Its progress can only be gauged by its own barometer. It cannot be measured by the yardstick of any other community. Within its confines are lofty mountains clad in perpetual snow and below are tropical valleys of intense heat where tropical and subtropical products are grown to perfection. From the broad Pacific on its western borders, moisture is drawn by the sun's rays almost straight up to towering mountain ranges and there deposited in the form of snow. These snows, melting, form numberless streams and rivers which come tumbling down to irrigate the fertile acres of the subtropical valleys. On their way they produce hydroelectric energy. The Southwest, like no other spot in the world, has the opportunity to produce hydroelectric energy in almost unlimited quantities. Cheap power, thus derived, makes for industrial success on a vast scale.

California has an important advantage in its enormous oil deposits. This State leads all other States in oil production, with an annual output of more than 100,000,000 barrels. Some of its wells have been flowing more than forty years and the newer wells give indications of long life. An abundance of oil, gasoline and natural gas have contributed and will continue to contribute substantially to the industrial progress of the community.

The Southwest, storied land of sunshine and comfort, of fruit and flowers, is also a workshop extraordinary. Industry, backed by superb living conditions, enormous natural resources and cheap power, is further stimulated because here, Los Angeles Harbor, the gateway of the Southwest to the Orient, affords egress to the waiting markets across the Pacific as well as through the Panama Canal to the Atlantic seaboard.

It is not safe to base predictions for the Southwest on conditions elsewhere for it has peculiar resources which they do not have. It produces the manufactured and agricultural products that are produced in other portions of the country. Also, it has many exclusive products. Its activities are varied and its production versatile. Adverse conditions in one or more lines are offset by conspicuous successes in others. Furthermore it attracts, more and more every year, the people of other States. It is constantly receiving new strength, new life blood, every year both from within itself and from without.

The Southwest, versatile in production and achievement, has a virile quality that compels success. For these reasons, not readily understood by those unfamiliar with conditions here, the Southwest alone withstood conditions that caused depression elsewhere in the United States in 1920. It was because of its natural virile strength, the principles underlying its industrial structure and its diversity of production and development of resources that the Southwest was the only "White Spot" on the nation's business map in the period of general business depression throughout the country.

Extension of foreign trade, new steamship lines, expansion of manufacturing, and a gigantic building program are outstanding features of the past year. Southern California has expended a quarter of a billion dollars in the past twelve months in erecting residences, hotels, manufacturing plants and business buildings and the demands of its growing population are not satisfied. For the first ten months of 1922, Los Angeles was third in value of buildings constructed and second in number of permits, being surpassed only by New York. The number of permits in Los Angeles exceeded those of Chicago, Philadelphia and Boston combined. Los Angeles was first among the large cities of the United States in per capita value of construction. The Southwest is reaching out and expanding in every direction. Great enterprises under way or projected point with certainty to a future of greater magnitude than could have even been visioned a few years ago.

This Midwinter Number of The Times has endeavored to describe the achievements of the past year and to present, as accurately as possible, the activities, achievements and manner of living of the people of the Southwest. The Midwinter Number of The Times is a recognized Southern California institution and has been ever since Los Angeles was a small town. It is the annual message of the Southwest to the people of other States and other lands and on this New Year's Day of 1923, on behalf of the Southland, The Times extends hearty greetings and good wishes.



Hotel Clark

LOS ANGELES

HILL STREET, BETWEEN FOURTH AND FIFTH



Hotel Clark as it is now,
Overlooking Beautiful Pershing Park.

555 ROOMS

Each With Private Bath

Conducted on Both the

European and American Plan

F. M. DIMMICK
Lessee and Manager

POSITIVELY FIREPROOF

Ideally situated in the heart of the city—convenient to all shops, theaters, electric car lines and depots—Hotel Clark offers all the advantages of the country's leading metropolitan hotels.

UNEXCELLED CUISINE AND SERVICE

Hotel Clark

FIREPROOF
GARAGE

Fourth and Olive Sts.

Just around the corner from the hotel. Splendidly equipped.

Motor Bus Meets All Trains

Write for Folder and Tariff



HOTEL CLARK SHOWING NEW WING OF 250 ROOMS TO BE BUILT IN THE NEAR FUTURE.

ANNUAL MIDWINTER NUMBER.

Los Angeles Today and Tomorrow

People Now Living Who Will See Here a City of Four Million Inhabitants

BY JOHN D. FREDERICKS
President, Los Angeles Chamber of Commerce

HAD Los Angeles started at zero on Jan. 1, 1922, its development during the past twelve months would have resulted in a city of approximately the population and commercial importance of Albany, the capital of New York, one of the oldest cities of the nation.

An increase in population brings with it the development of all human activities. The 25,000 residential structures erected in 1922 are housing men and women who have taken their places in our industries and commerce, our cultural life and our whole social fabric. These thousands of homes house thousands of children who must be cared for in our public schools. The mighty influx of these little folk brought about a campaign of educational-institution building not only previously unknown in Los Angeles, but, to the best of our knowledge, unprecedented in any other city in the country.

We are told by those in a position to know that the close of 1922 found Los Angeles at the most active period of the greatest school-building program of the times, representing an outlay of millions in money, cheerfully and overwhelmingly voted by the people, to further the cause of public education.

GREAT BUILDING PROGRAM

In the general building program were included churches, schools and factories in addition to homes, additions to going concerns, warehouses, hotels, apartment-houses and practically every form of structure adapted to human needs, and in all this array of structures, one great outstanding achievement will be shared by all the people—the great Coliseum in Exposition Park, which soon will be ready for dedication, and which will add to the happiness, education and ambition of all residents.

Although to be enjoyed by the people at large, the enterprise was financed by private individuals, banded together under the name, "Community Development Association." This type of citizen is doing much to upbuild the city, with no other reward than the consciousness of having served well his fellow men.

With the steady increase in population has come insistent demand for greater transportation facilities. It is probable that the percentage of increase in water-tonnage at Los Angeles Harbor in 1922 will establish a record for the United States. It is a fact that for the first time the total monthly tonnage in our harbor during the latter part of the year was greater than in any other Pacific port. This statement is staggering to those acquainted only with the older ports of the west coast, but it is nevertheless a fact, and one which has set Los Angeles far ahead as a world market. While admitting huge population increase, the shipping world is loath to believe that such great development could accrue in so limited a time.

The growth in business of Los Angeles Harbor is particularly amazing to those of the Orient, where milestones of progress are measured by centuries, rather than single years. We should not be content with felicitating ourselves, but make it our duty to see that all the world shares this knowledge of our port's growth.

The year also has brought a remarkable expansion in the use of the automobile truck as a common carrier, and nowhere in the world are better facilities for further development of this branch of service. The network of paved highways, radiating from Los Angeles, supplements the interurban electric service, the steam railways and coastwise ships.

The year has brought Los Angeles closes to its neighbors. Imperial Valley, Arizona, Southern Nevada, the San Joaquin Valley are geographically as remote as ever, but in reality are closer than ever in time and sentiment. We know each other better and we like each other more. We have broken bread one with another and have met our common problems in group formation.

A UNIFIED SOUTHWEST

The year has done much to unify the great Southwest and the process of establishing social and commercial intercourse has not been interrupted, even by the national boundaries. We have crossed the line dividing us from Mexico and have bridged with ships 2000 miles of Pacific Ocean separating us from our own kind in Hawaii. We have made Los Angeles a service station for the great Southwest and the world and have bridged the way for a steady and wholesome interchange of products.

Our capital has gone afield to develop surrounding territory. We have become more a part of the cotton of Imperial, the mines of Arizona, the herds of San Joaquin, and the oil fields of the Southland. We have builded mills to spin cotton, a market and yards for live stock, wool warehouses for the sheep growers and established direct ship lines to 100 leading market places of the world.

A visualization of the industrial stature of Los Angeles was given last summer, under the auspices of the Chamber of Commerce in Exposition Park, when for two weeks the Pageant of Progress and Industrial Exposition was open to the public. Merchants from the twelve Western States were invited to come and learn at first hand what manner of manufacturing city Los Angeles had become. We wanted to show that we had a workshop in addition to our playground, and that life in the sunshine, amidst flowers, did not preclude the manufacture of commodities.

FIVE HUNDRED NEW INDUSTRIES

Nearly 4000 buyers of merchandise viewed more than 1000 manufactured articles on display, and nearly half the residents of our city personally visited the attractive booths at the exposition. It was demonstrated to the world that Los Angeles makes furniture in rivalry of Grand Rapids, produces women's wear that is sought on the very boulevards of Paris, creates motion pictures that are in demand wherever civilization exists, prepares table products that are shipped to the most remote corners of the earth, turns out mining and agricultural machinery that contributes towards increasing the world's wealth, auto accessories that are in demand at motor-manufacturing centers, and other needs of mankind remote from the dreams of the pioneer residents of the city.

Nearly 500 new industrial establishments were added to the roster during the year. Many of these are developing raw products heretofore not utilized, and others are manufacturing articles that formerly were obtained from other industrial districts. We have become more self-contained during the year but, in developing manufacturing, have lost none of the charm that annually attracts hundreds of thousands of temporary sojourners. We have built a workshop in a garden without injuring the flowers.

These are only a few of the achievements of the year. Our cultural life has been broadened. Our fame as an industrious, energetic and skillful people has been spread abroad. Our city has been recognized as the most rapidly developing of the great cities of the land. We have made progress toward obtaining better public buildings. The government of the United States accords us first place as income taxpayers.

We are credited with paying more per capita for the education of our children. We are leading in vocational training for our young people. Our religious institutions are broad and helpful and profoundly affect our community life. Last year we placed the finest music before our people at lowest prices. We became established as the home of the "Oberammergau of America." The "Los Angeles Forward" movement became a verity.

And what of the coming year? If the past may be accepted as a criterion, we may visualize the greater achievements ahead.

HARBOR EXPANSION

It requires no stretch of the imagination to see the newly organized Harbor Committee of scores of leading community builders, unselfishly banded together for the common good, expanding the harbor that is the all-year-round open door of the Southland to the teeming millions of the Far East. Last year Los Angeles' own ship line blazed a new trail to the mid-Pacific. It is not a far cry to the Philippines, Japan, China and India. The last of this month, the first ship of a new line to the east coast of South America will sail from the harbor carrying a cargo and a coterie of business men who will act as trade scouts in Brazil and Argentina. They will participate in the Centennial Exposition being held by the largest of the South American republics, and will carry word to the South Americans that Los Angeles is to celebrate the centenary of the Monroe Doctrine and that this celebration will be perpetuated in the universal language—the motion picture.

The fifty millions of Latin Americans who have come to know the United States as the father of the Monroe Doctrine will be invited to Los Angeles, the capital of the motion-picture world, to participate in an international celebration of the inter-racial document that has stood the test of one hundred years.

The story of Los Angeles this year will be carried to the far corners of the earth as never before. The equal of another city greater than Albany will be assimilated in Los Angeles and environs. For each of the nearly 500 new industries that located in Los Angeles last year, there are two prospective enterprises that already are investigating this city as a place for manufacturing. They can do this confidently, because the population is here and more is coming to be served, and the power they need is not dependent upon coal, but is generated by the mountain streams of the High Sierras, automatically, regularly and in quantity, ready for use by the pressing of a button.

MIGHTIEST PROJECT OF ALL

The mightiest project in hydroelectric power of today is in process of development in California now, but a mightier enterprise even than this is projected—the harnessing of the Colorado River. Here is a vast storehouse of energy that will make habitable and fruitful millions of acres of arid land. It will provide power sufficient to electrify every turning wheel in the Southwest.

Our business men are reaching over the mountains to the east for raw materials, just as they are obtaining trade connections along the shores of the "seven seas." They are building dams to conserve the water so precious to the Southwest. They are bringing more land under the ditch, so that the hordes of homeseekers may not only create new wealth from the soil, but assume their part in building higher the monument to civilization the great Southwest represents. More paved highways are planned and new standards have been set for constructive effort. The new building record of one structure for each twenty minutes means miles of new homes, acres of new factory space and blocks of new marts of trade. A quarter of a billion dollars was spent for new buildings in Southern California this year.

Los Angeles starts the new year with "seven league boots." It's 800,000 loyal citizens, augmented by the million more in contiguous friendly territory, comprise a power for commodity advancement difficult to estimate. The civilization that centuries ago began its steady progress westward has reached its physical limitations. The ultimate will be on the Pacific Coast, and today the signs point unmistakably to Los Angeles being the metropolis of the rich, favored section, dominated by the best brain and brawn of humankind.

No great vision is required to see in the near future a Los Angeles extending solidly from the mountains to the sea and from the south coast to the Santa Monica range. In this area we can well picture millions of contented, constructive, ambitious and cultured humans living in comfort, made possible by the ever-developing genius and energy of man, and constituting the great city of our dreams, that shall become the world's greatest monument to higher civilization. There is room here for a city of 4,000,000, and that mark will undoubtedly be reached within the lifetime of many now living. Our port is the short route from the manufacturing centers of the east to the great oriental markets, and undoubtedly economic laws will cause the establishment of this route.

Mary Louise
Los Angeles

When *you* come to Los Angeles

. . . be sure to include at least a luncheon and a dinner at the Mary Louise in your list of "things to do" and "places to go"!

The Mary Louise is Los Angeles. One sees all the best people—the surroundings are so delightfully original—and the cuisine is decidedly metropolitan!

BY APPOINTMENT
Luncheons
Teas, Banquets
Dancing

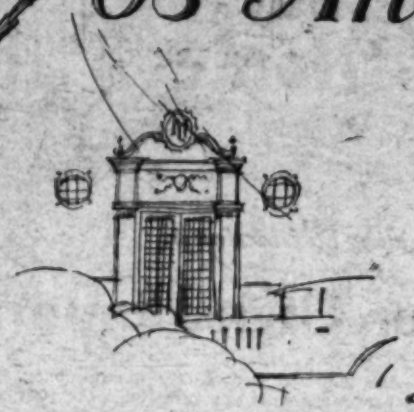
REGULAR SERVICE
Luncheon
Afternoon Tea
Dinner



West Seventh at Lake
Opposite Westlake Park

Also 12th Floor Brack Shops and Mezzanine Floor New York Store







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Eighth Street Between Hill and Olive

Centrally Located Opposite New Hill Street Orpheum Theater

Cafe in Connection
Garage Service
Los Angeles, Cal.

THE COMMODORE HOTEL

IN LINE with the rapid progress of West Seventh street and the phenomenal building activity on that busy thoroughfare, Mr. and Mrs. Jack Foote, well-known hotel and apartment-house owners, operating a chain of hotels have realized their ambition in this magnificent building, a skyscraper,



ONE OF LOS ANGELES' NEWEST FIRE-PROOF HOTELS. 250 ROOMS. EVERY ROOM WITH BATH. 7TH AT LUCAS STS.

twelve stories high, towering above all other buildings for miles around. From its top floors one may see the magnitude of this great city, the beautiful mountains and hills, Hollywood, Beverly Hills and the Pacific Ocean. The commanding situation of the Commodore, with its close proximity to the city's business and shopping center, its great theaters, churches, clubs and cafes, just five minutes away, yet avoiding its bustle, dust and noise, assuring its guests a quietness and security akin to their own homes, should bring it immediate success. Mr. and Mrs. Foote have striven hard, in the decorating and furnishing of the Commodore, sparing nothing in the interests of its guests' comfort. Every room is an outside one and is equipped with a built-in tile bath, silk-floss mattresses on large, latest-model beds, Axminster carpets in the most beautiful shades, the very latest in wall papers, carrying out a color scheme whereby a subdued yet warm feeling is felt as one enters the room, with its draped windows and up-to-the-minute lighting fixtures.

The rooms are furnished in solid mahogany and Kaltex furniture. Kaltex is the newest and last word in reed furniture, its biggest feature, aside from graceful lines and beautiful upholstering, is that each reed is woven around a steel wire, giving it durability, yet retaining a pliable quality not found in ordinary reed furniture. It is upholstered in flowered tapestry, with deep spring cushions, in all making it a colorful and comfortable piece of furniture, light in weight, yet retaining its strength.

Mr. and Mrs. Foote personally selected the carpeting, wall paper, electric fixtures and all furniture in the building.

Service and courtesy, two words synonymous with all first-class hotels, are uppermost in Mr. and Mrs. Foote's minds, the employees being instructed to show every attention to the guest within its doors.

The lobby of the Commodore has been given special attention and thought, being one of the largest in the city, with its ladies' parlors and writing rooms, its mezzanine floor, with its subdued light and quietness, overlooking the main lobby and office, where one may meet and entertain their friends. Everything is furnished in the best of taste and elaborateness.

The Commodore is a class-A, fireproof building, catering to high-class family and tourist trade, which commands refinement and class at as low as $2.00 a day.

Mr. and Mrs. Foote will personally conduct the management of the hotel and will endeavor to care for the every want of their guests' comfort during residence at the Commodore.

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Self

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SECOND

OBBED

The Soul of Los Angeles

by S. Free Hogue

"THE history of Rome," wrote Maxime Formont, "is the history of the Latin spirit." This is equally true of every world-renowned metropolis. Until a cultural spirit is developed, edifices of lumber, brick, cement and marble form only an empty scabbard.

It is the Latin spirit that made Rome the mistress of the world. The French spirit made Paris the center of European art, culture, frivolity and, when put to the test, of heroic fortitude. It was due to the Anglo-Saxon spirit that London became not only first among the commercial cities of the world but the seat of jurisprudence, of that justice which is no respecter of persons.

Los Angeles is a late arrival as a metropolitan city. Other communities were rich, both in material possessions and in cultural achievement, before our city was born. We have taken a high rank in population, in commerce and in industry; our commercial enterprise is far-famed; our industrial virility is symbolized in our successful defense of industrial freedom. But what about our community spirit, our cultural development?

Cities are like peoples; if they lack vision, they perish. Our Chamber of Commerce is the largest and most influential body of its kind in the whole world. What have we to offer in the way of a Chamber of Culture?

Those who have resided here for a term of years come to know that Los Angeles is not lacking in cultural development; although it still remains individualized, and is just beginning to take concrete form.

There is less illiteracy in Los Angeles than in any city of equal population in the United States.

Los Angeles has the largest privately endowed and maintained university in the Western Hemisphere.

Our grammar and high schools have no superiors and few equals.

In secular education, taken as a whole, we have made even greater progress than in population, commerce and industry.

* * *

A City of Churches

LOS ANGELES is a city of churches and of church-goers. While the Christian religion predominates, no faith is barred. There is no State religion, no State endowment, but the religious spirit, with its moral uplift, is a dominating force in the social and governmental life of the city.

Religion here does not take a dogmatic or puritanical form. Los Angeles is lovely, but not wanton; gay, but not wayward; charming, but not vulgar; reserved, but not prudish.

Public morals have been codified and written into the laws of the municipality.

While our material prosperity has awakened the emulation and the envy of many other communities, Los Angeles is not a city without a heart. Here so many fortunes have been made in a generation that class distinctions are perhaps more nearly obliterated than anywhere else in the country.

Many possessing great wealth have risen in a score of years from poverty; they know the misery of those with scant and insufficient incomes, and they are liberal in their subscriptions for the score of institutions founded for the purpose of helping those in honest poverty to help themselves.

More money is probably contributed to private charities than in any other city of equal population in the country.

Here is evinced in a high degree the spirit of mutual helpfulness. In this the community spirit is organized and highly developed.

* * *

Independence of Intellect

IN LOS ANGELES one finds an independence of intellect that rises superior to independent incomes. Men and women are not valued for what they have, but for what they are. That is a western spirit that offers an ennobling contrast to the customs of most European peoples.

We have here the paradox of many fortune hunters and yet no fortune-hunting class. The reason for this is found in the fact that each individual takes pride in owing his fortune to his own exertions.

The wealth that counts is the wealth that is wrested from the earth or the sea, from commerce or from industry. The business men most admired and respected in the community are those who have created the wealth that they possess, not those who are rich because they have made others poorer.

Wealth that is amassed by the creation of wealth awakens envy only in the minds of the ignorant, the vicious and the unscrupulous. The most valuable man to a city, in the economic sense, is he who, by reason of his activities, gives profitable employment to the greatest number of his neighbors.

In education, in morals and in social service, Los Angeles is a community to which its citizens can point with pardonable pride. But there are other forms of cultural development that cannot be neglected if a city is to possess a soul; if it is to live through the centuries; if it is to make its impress on the civilization of which it is a part; if each generation is to leave something of itself as a monument for the guidance, the instruction and the emulation of posterity.

Greece lives in its art and literature, centuries after the material wealth amassed by its toiling generations has been dissipated. Rome passed as a government fifteen centuries ago, but the Roman spirit of justice, individual freedom and love of country still survives. It is upon those ideals that the free governments of the twentieth century are founded.

* * *

Art, Literature, Music

WHAT progress can Los Angeles report in the way of art, literature, music, scientific discoveries and the development of citizenship?

To be honest with ourselves, we must admit that there is a dearth of municipal monuments to portray this branch of our cultural development. Here the individual spirit exists, but the community spirit is only beginning to be organized.

And for this there is a justifiable reason. It was necessary that homes, streets, schools, parks and sewers should come first. Protection of the public health and public safety are prime essentials in every community.

Los Angeles has, as yet, no municipal auditorium, no conservatory of music, no municipal operahouse, no art gallery which takes rank with those in great centers of art in the East and in Europe; no municipal library building.

But all these are in the making. The spirit is here, the vision; and it is already beginning to take material form.

Bonds have been voted and plans are now being drawn for a municipal library building that will be worthy of the community in which it will be located.

The citizens have ratified a bond issue of $17,000,000 for the construction of new grammar and high schools. This is the second largest bond issue ever voted by an American city for educational purposes.

* * *

For New Art Gallery

ONE hundred members of the Southern California Art Club have inaugurated a campaign to raise $250,000 for the construction of an art gallery, where the canvases of California painters and the marbles and bronzes of the California sculptors can be exhibited the year round.

Preliminary plans for the building have been drawn and a number of subscriptions have been received. But the artists are not depending upon donations alone. They have pledged themselves to contribute a number of canvases, to be sold at auction for the building fund.

There are now galleries in Los Angeles where the productions of California painters and sculptors are exhibited. In Exposition Park is a palace dedicated to history, science and art. Here are held the annual salons of the Southern California Art Club, an exhibit that now attracts collectors and art lovers from the eastern art centers.

* * *

European Art Rivaled

IT WAS my privilege during the last summer to visit the Paris Salon, the annual exhibit of the Royal Academy in London and the exhibitions at Berlin and Dresden. While those displays were richer in historical painting and, possibly, in portraiture, I saw no canvases exhibited this year that excelled those of the California landscapists, and but few that could compare favorably with them.

At the Southwest Museum, on Marmion Way, is a rare display of California art. The annual exhibition there is of equal rank with that held in Exposition Park. One who has visited either of those displays has seen canvases that are numbered among the masterpieces of contemporary art.

* * *

Otis Art Institute

AT THE Otis Art Institute a rare opportunity is afforded for those who are seeking an education in the fine arts. The only regret is that the space is too limited to accommodate all those who apply. Only the fortunate ones secure places; several hundred students are turned away at the opening of each session.

A movement has been started to secure funds for additional buildings, in order that every deserving pupil may have an opportunity to develop the latent talent that he or she possesses. As the cultural spirit becomes better organized, this fault will be remedied.

When the Huntington Library and Art Galleries pass under public control, the city and county of Los Angeles will possess the finest library and one of the most notable art collections in America. This gift is the most munificent contribution made by any citizen to cultural Los Angeles.

More noted landscape artists have gathered in California during the last year than anywhere else on earth. Canvases portraying California scenery have found their way into the famous galleries of all countries.

Our landscapists are making the beauties of the California wonderland known to the world. They are the pioneers of a new school of art, now known in Europe as the California school. They are painting local scenes with the industry and the fidelity that made the Flemish school famous during the Middle Ages.

Art lovers of future generations will refer to California art as those of the last three centuries have spoken of the art of Italy and the Low Countries. It is not a renaissance here, but a new creation.

* * *

Poems in Bronze and Marble

THROUGH the Sculptors' Guild, Los Angeles is developing a school of poets who write in bronze and marble. The genius is here and the talent; but municipal co-operation is necessary in order that the beginnings of the Los Angeles of the future may be written in enduring marble.

We have spacious and beautiful parks but fountains and statues are lacking. We are building a modern Athens, but we are not supplying our sculptors with sufficient material and encouragement to enable them to decorate our city, as did the sculptors of Ancient Greece. Development along this line, however, is under way, and I trust by another year to be able to record substantial progress.

During the present winter, it is planned to produce the first opera written and staged here. Hitherto, the operatic performances have been by traveling troupes, with scenery road-worn and costumes the worse for frequent wear.

Mrs. Magnus Ingleton has written a charming operatic phantasy, "Aphrodine," and it is to be produced by a strictly California cast. Mrs. Ingleton has already won international fame as the writer and composer of light operas.

Los Angeles is rapidly developing as a musical center. The Los Angeles Philharmonic Orchestra is one of the best in the country, and the colleges of music of the University of Southern California and of the Southern Branch of the University of California are nationally known.

Southern California, the land of the beautiful, is plainly marked by destiny to become world-renowned for its musical talent. In climate it is a Southern Italy, and it is in southern climes that the genius of music resides. The voices of the California singers are the marvel of the musical world. In the last twenty years, this State has given to the world more prima donnas than either Italy, France or Germany.

Hitherto, however, they have been forced to go to Europe to receive recognition, to learn foreign tongues and sing under alien skies. When the movement to give to Los Angeles its own grand opera reaches its fruition, all this will be changed. Music lovers of the world will come here, as they now make pilgrimages to France, Germany and the shores of the Mediterranean.

Los Angeles has now the largest literary colony west of New York. As the center of the motion-picture industry, we have attracted some of the world's most famous writers. They came to assist in the filming of their literary creations, and many of them have remained to make their permanent residence here.

* * *

Home of the Short Story

ONE result has been to make Southern California the home of the short story. Our school of short-story writers is now said to be even more productive than that of New York.

To make a complete review of the cultural development of Los Angeles in literature, art and music, would require more space than is at my disposal. It would fill an entire section of the Midwinter Number.

But I have not found it difficult to demonstrate that in cultural development we are keeping at least equal pace with population, commerce and industry. Southern California is a wonderland, and here the lover of the beautiful, the poet, the painter, the sculptor, the musician, finds a congenial atmosphere and environment.

And it is in its cultural development, looking above and beyond the sordid and material side of life, that Los Angeles will find its soul, the shining blade that will leap forth from its scabbard to dazzle and enchant the world.

No other American community is developing along such individual lines. We are rich in native art and industry. If other generations develop what has been so nobly begun, to be a citizen of Los Angeles will be as proud a title as that once so cherished in Greece, a citizen of Athens.

CAMPING IN "THE GARDEN OF THE GIANTS"

Topographical Phenomena to Be Found in California's Wide Stretch of Desert

CALIFORNIA'S wide stretch of desert along the State's eastern border contains some of the most remarkable topographical phenomena to be found in the world. We have only to mention Death Valley, the Mojave craters, the Salton Sea and the Mud volcanoes to suggest the fantastic nature of this strange land, which for so many years has been practically a closed and forbidden field to the investigations of man. True, there are highways crossing it, rather much used, if not popular, routes of travel for motorists east and west. But the travelers seldom venture off the beaten paths; they struggle through seemingly interminable stretches of sand, volcanic rock and corduroy clay, they hasten along, impelled by the indefinable fear of the vast pale solitude, and the common comment is that "a little of the desert goes a long way."

So the peculiar charm and novel beauty of the desert, friendship for its plants and ways, appreciation of its scenic grandeur, familiarity with its most striking features, become the exclusive possession of those only who go out into the spacious wilderness for its own sake. And this is no longer a perilous thing to do, owing to the fact that the springs, water holes and wells have been charted and many signs posted both by the government and the Auto Club of Southern California.

The winter is the natural and delightful time to go off on a camping trip into the heart of the desert. The air is cool and vital, side-winders and scorpions (if one has objections to them,) have gone into hibernation, insects are few, flies conspicuous by their absence, the sand under the smoke trees is spick-and-span after a few rains, the dust is laid, the winds are as gentle as the zephyrs of Catalina on a midsummer day, and the automobile seems to be able to buckle down and pull anything.

Just to prove that the Californian does not have to hie away to Egypt to see pyramids, or even run over to Colorado Springs to marvel at the outlandish forms of rocks, we will motor out an easy day from Los Angles into the border lands of the Mojave and Colorado deserts. Ten miles east of Banning we quit the concrete highway and wind over the painted hills in a northeasterly direction. The auto signs say Twenty-nine Palms and Virginia Dale. But we are bound for a little-known ampthitheater of monumental rocks, supposedly laid up by a race of giants in the days of Jack and Mab. The Garden of the Giants has not found its way onto the sign posts yet; but it is familiarly known to an elect few and lies just beyond Quail Spring, in the region of Key's lonely and attractive little ranch. We pitch our camp under a grisly Joshua tree, near the cement tank of fine clear water—but not too close for fear of frightening away the thirsty stock of the cattle men—and decide to save the exploration of the garden until after the night's refreshing sleep under the clear, crisp desert sky.

Roundabout the mighty piles of rock colonies of tree yuccas stand in ludicrous poses, caricatures of ourselves, silent wiseacres amid this tremendous masonry of desolation.



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ELITE CATERING COMPANY



Where Cooking and Service Satisfy the Most Exacting

PICURES of Los Angeles and vicinity and people who have traveled all over the world, pronounce the new home of the Elite Catering Company, Nos. 629 to 641 inclusive, South Flower street, one of the most complete places in which to satisfy the "inner man." Beautiful in its appointments, the Elite, which opened to the public last November in its specially built building, represents to Los Angeles everything that Sherry's and Delmonico's stood for in New York City and Kinsley's in Chicago.

The first floor is divided equally between the restaurant, retail confectionery, bakery and fountain. The restaurant proper is entirely separated and entrance to all departments is had from a spacious lobby reception compartment.

The second floor is given over to a large banquet hall, capable of seating 600 people. This elaborately appointed floor is equipped with a system of folding doors so that the general room can be apportioned into various sizes to accommodate different sized dining-parties, graded from twenty-five upward. It is possible to convert the entire floor into eight separate banquet compartments at one time. Elevator service is furnished from the first floor.

The basement is given over to the icing, refrigeration and storing of the company. Among other things a 30-ton ice plant is maintained. The ventilating and heating system of the Elite is one of the most up-to-date in the United States.

Elite cooking and service delight and satisfy the most exacting. The same rule applies in its catering department, which is testified to in the extent of territory served—Santa Barbara to the north and San Diego to the south. To satisfy the demands in this ever-increasing department ten fast Reo trucks are employed.

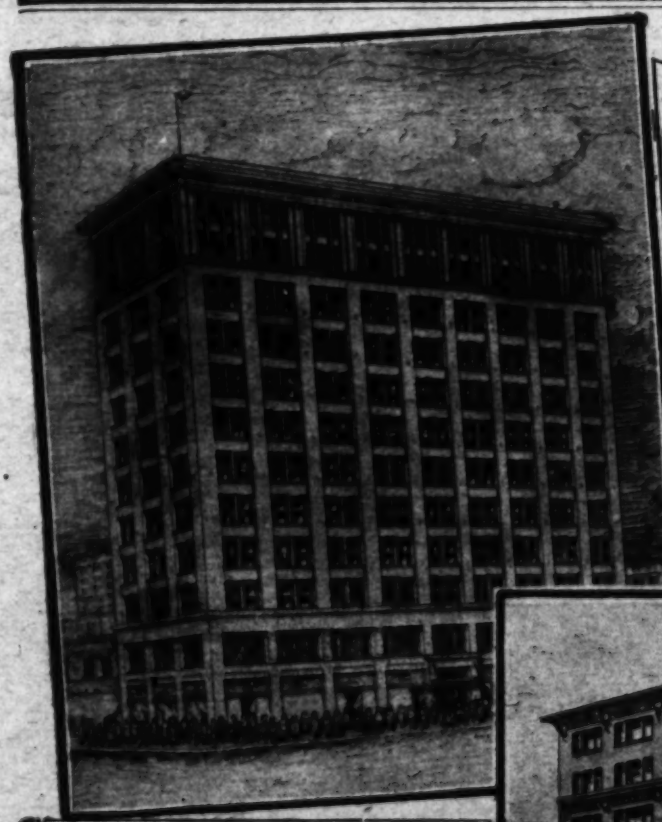
Included in the new home are the various kitchens, candy making and bakery departments—for the Elite makes everything it sells and serves, including its wonderful ice cream and ices and French pastry. There is just one variation and that is in the delicacies department, where French, Italian and English canned goods are carried.

One of the attractive features of the Elite is its ornamental 52-foot soda fountain.

The restaurant menu includes only the choicest the market affords at all times. The selection is such that every pocketbook can be satisfied.

It is interesting to note that this splendid enterprise was first established eight years ago on a rather small scale by Miss Helen Mosher and Mr. Ralph Conn. Later on Mr. Ernest Grether was admitted to the partnership, and in 1920 a corporation was formed. The restaurant and retail departments are under direct supervision of Mr. E. L. Johnson, who enjoys a nation-wide reputation in his chosen vocation. The present staff of employees numbers 150.

There is a branch Elite in Pasadena, at 634 East Colorado street.



Los Angeles Property Holdings of CHAS. H. PRICE And WILLIAM W. PADEN





Building at Eighth and Spring Streets. Loy L. Smith Architect and Engineer.

Don Lee Building Southeast Corner Seventh and Bixel Streets. Chas. M. Hutchison Architect and Engineer.

Commodore Hotel Northwest Corner Seventh and Lucas Streets. Leonard L. Jones Architect, Edward L. Mayberry Engineer.

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Palm Canyon
Our Newest National Monument...

The Soul of Los Angeles
by S. Fred Hogue

"THE history of Rome," wrote Max-
ime Formont, "is the history of
reason of his activities, gives profitable em-
hundred students are turned

ELITE CATERING COMPANY

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The Crowning Joy

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Glorious California—Garden Spot of the World
Bounteously Blessed by Nature

The Road Leading to an Income for Life

$800 an acre is the price of a Delano vineyard. Your initial payment on 10 acres is $2000. During the 40 months following you pay at the rate of $5 per acre, or $50 a month, the 40 months being the development period of your vineyard by the Corporation, which plants and cares for it, with experienced vineyardists, without taxes or interest, or any other expense whatsoever to you.

At the expiration of the 40 months the vineyard, now full bearing, is turned over to you, after which the Corporation shares in the returns from the crops, taking one-half thereof until the balance of the purchase price has been paid. Remember, your investment does not exceed $400 per acre.

If you are unable personally to take possession of the vineyard, the Corporation will continue its care for you.

Send your check for $350 as a deposit on the price of a Delano vineyard. This is advisable at this time, to enable you to derive the benefits resulting from the spring planting. It will serve, also, to hold in your name one of these vineyards until you are ready to complete the transaction. Should you, however, after investigation, decide against further negotiations, we shall promptly return your deposit.

OWN a vineyard and live on the land, under the sunniest of skies and see the wonderful vines produce their luscious grapes before your very eyes. Pride of possession is indescribable—a pride as "boundless as the sea."

Of all the vineyard lands in California none can compare with those at Delano, in the heart of the marvelously-productive San Joaquin Valley, and 160 miles north of Los Angeles, on a paved highway.

Here the soil is richer, the climatic conditions are superior, the grapes mature earlier, and the production is greater than in any other vineyard district in the State; greater, too, than in any other vineyard section in the entire United States. At Delano the vineyards yield from 12 to 20 tons of grapes per acre. These grapes when dried become the famous Sun-Maid raisins, which are shipped in tremendous quantities to the four quarters of the globe. From three to five tons of raisins are produced per acre and these bring from $120.00 to $140.00 a ton.

Oldtime vineyardists grow ecstatic over the amazing productivity at Delano. They are increasing their holdings every day, knowing full well that their investment in these astonishingly prolific vineyards will yield them far greater profits than their vineyard property in the older districts.

If men only realized how greatly they would benefit in the possession of a vineyard tract in California—how their worries about the future would cease—how they would be happy in the assurance of a permanent life income—they would bend every effort, they would strive in every possible way—they would make many sacrifices, to come post-haste to California, and join the ranks of the prosperous, contented vineyard owners of the Golden State.

The Southern California Development Corporation offers tracts of 10 acres or more to you, which it will plant and develop, and for which you pay only half of the purchase price until the vineyard is full bearing. At that time the Corporation's "Crop Payment Plan" becomes effective. This provides for the acceptance by the Corporation of half of the crops of the vineyard until the balance of the purchase price has been paid.

The men behind this project include bankers, experienced vineyardists, business men of the highest standing, and the largest shippers of grapes in California. Look over the following list of these men, who would not sponsor this organization were they not convinced of its high ideals and sincerity of purpose. Write any one or more of them for information, which they will cheerfully forward to you.

Harry R. DeFremery,	Sub-Divider,	Beverly Hills, Cal.
Rodney L. Carter,	President First National Bank of Finley,	Delano, Calif.
Otto K. Bonesteele,	Director Citizens West & Savings Bank,	Los Angeles.
Frank E. Gerke,	President Citizens Security Bank,	Delano, Calif.
C. Russell Jones,	Vice-Pres. Citizens Trust & Savings Bank,	Los Angeles.
R. A. McCord,	Real Estate,	Fresno, Calif.
Irving F. Allen,	Attorney and Counselor-at-Law,	Fresno, Calif.
J. W. Ford,	Ex-County Tax Collector and Vice-Pres. and Abstract & Title Guarantee Co.	
Truman G. Hart,	Mayor of Fresno,	Visalia, Calif.
H. F. Clark,	Cashier First National Bank of Finley,	Fresno, Calif.
Frederick W. Wells,	Attorney and Counselor-at-Law,	Finley, Calif.
E. A. Hagmaier,	Publisher of Herald Pictures,	Los Angeles.
		Los Angeles.
J. A. Burbs,	President Consuelo Lumber Company,	Los Angeles.
E. S. Mosher,	Assistant Manager Bank of Italy,	Fresno, Calif.
Dr. Charles M. Fassy	Vineyardist,	Fresno, Calif.
Joseph DiGiorgio,	President DiGiorgio Corporation,	New York City.
Walter Farley,	Vice-President Earl Fruit Company,	Sacramento, Cal.
Frank Schilling,	Farmer and Well Driller,	Delano, Calif.
Jerry P. Shields,	County Treasurer, Kern County,	Bakersfield, Cal.
H. A. Prentz,	Superior Judge of Kern County,	Bakersfield, Cal.
W. A. Bonynge, Jr.	Vice-President Commercial National Bank,	Los Angeles.
Malcomte Crenshaw,	Cashier Commercial National Bank,	Los Angeles.
Theodore Martin,	Attorney and Counselor-at-Law,	Los Angeles.
Grant Jackson,	Superior Judge of Los Angeles County,	Los Angeles.
F. A. Keeler,	President Keeler Oil Company and Empire China Company,	Mason City, Ia.
R. F. Asgell,	Capitalist,	Chicago.
John F. Carter,	Former U. S. Internal Revenue Collector,	Los Angeles.
H. P. Burkhardt,	President Occidental Life Ins. Co.,	Los Angeles.
John W. Vaughn,	Treasurer Occidental Life Ins. Co.,	Los Angeles.
A. R. Blanchard,	Vice-President The Pierce Company,	Los Angeles.
George R. Fenzel,	Abstractor and Owner Kennedy Ralisis Co.	Fresno, Calif.
H. Hawley,	President of First National Bank,	Delano, Calif.
W. A. Reeder,	President U. S. National Bank of Seattle,	Seattle, Calif.
John W. Austin,	Vineyardist and Real Estate,	Fresno, Calif.
C. L. Hutton,	President Turner Oil Co.,	Los Angeles.
A. J. Taylor,	Vineyardist and Banker,	Hanford, Calif.
R. Y. Foley,	Shipper of California Fruits,	Fresno, Calif.
Robert G. Bolton,	President Mutual Oil Company,	Los Angeles.
W. S. Allen,	Retired Rancher,	Delano, Calif.
George W. Walker,	Vice-President Citizens National Bank,	Los Angeles.
A. Bois,	Assistant Cashier Bank of Italy,	Fresno, Calif.
Hector Burness,	Vice-President Sunsweet Raisin Company,	Fresno, Calif.
R. D. Davis,	Cashier Citizens Trust & Savings Bank,	Los Angeles.
Isaac Anderson,	Vineyardist,	Fresno, Calif.
R. F. Miller, Jr.,	Vice-President California Savings Bank,	Los Angeles.
Samuel R. Bingham,	Appraiser and Real Estate,	Los Angeles.
John I. Kleinpeter,	Real Estate,	Los Angeles.
W. J. MacDonald,	Mortgages and Bonds,	Pasadena, Cal.

It is utterly impossible to convey in print anything approaching an adequate idea of the wonderful vineyards of Delano and the benefits derived from ownership.

See these vineyard lands yourself. Or, have some one, in whose judgment you repose implicit confidence, inspect them. Do not invest a single dollar until you have made a thorough investigation—satisfactory in every respect—not only of the Delano vineyards, but of all the other vineyard lands in this great State of California.

The Southern California Development Corporation believes implicitly in the success of this project. Vineyard lands at Delano are now held at more than $1500 an acre and their value is steadily increasing. Think of what YOUR vineyard will be worth in a few years, when it is producing the tempting, succulent grapes in vast abundance, making absolutely certain for you a handsome income for life!

COME TO CALIFORNIA.

The Golden State offers you a golden opportunity.

OWN—LIVE—PROFIT

among "The Vineyards of Delano."

Southern California Development Corporation,
215 Hibernian Bldg., Fourth and Spring Sts.,
Los Angeles, Cal.

I am interested in your project and ask that you send me a copy of your booklet—"The Vineyards of Delano."

Name..... Address.....

City.....

Southern California Development Corporation

215 Hibernian Bldg., Fourth and Spring Sts., Los Angeles, California

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...a trip
...a cornet
...Hopper
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Sport's Devotees Find Every Desire Here

Pleasant Pastimes at Many Country Clubs, the Mountains, Beaches and Ocean Always Available

SPORTSMEN revel in our climate, which makes their pet pastimes possible all the year. That is one reason at Catalina is a fascinating sight any Sunday.

Schools and Colleges Richly Endowed

Many Millions Spent to Make Southland Educational Institutions Equal to the Best

THE business of turning out good citizens capable of building houses, writing books, raising onions, potatoes and spring lamb, inventing and manufacturing machinery and operating the same, writing poetry and setting it to music; the business of developing human initiative and helpful endeavor, of creating a higher type of civilization—is the business in which the schools, public and private, of Los Angeles and of Southern California are engaged.

Millions of dollars are invested in it; thousands of highly trained men and women are employed in it; hundreds of thousands of boys and girls are its raw material and it declares unlimited dividends in character, in a finer type of citizenship and in a higher degree of public intelligence.

Southern California has become one of the most important educational centers in the nation and is so recognized. The city schools of Los Angeles are famous for their excellence and for progress in all branches of learning, and a recital of the varied educational advantages of this community and section is less an expression of local pride than a review of accomplishment and leadership.

From the kindergarten to the post-graduate course, the elementary, secondary and higher institutions of learning in the Southland are prepared to offer the youth of this region every opportunity for development along wholesome, useful and constructive lines. The personality and attributes and characteristics of the individual receive the careful and sympathetic study of experts, and always the principal effort is to develop the biggest and finest manhood and womanhood from the human material available.

While there is no neglect of what some choose to call the "essentials" of education, such as reading, writing and ciphering, Southern California's schools, colleges and universities seek to train the mind and the hand to an appreciation of spiritual things, nature, art, music and other cultural pursuits.

* * *

Private Schools

ALTHOUGH to tell, in anything like adequate detail, the history and the advantages of the splendid private schools of Los Angeles and the Southland, would require volumes, it would be an actual injustice to this section of the State, and to the men and women who have helped to develop it, to omit a brief recommendation of this remarkable feature of our educational activities.

As a supplement to the public schools, it is evident that the private schools have come to stay—at least in Southern California, which has more than 100 splendid private institutions of learning, many of them nationally renowned. Los Angeles, especially, is the home of scores of private schools, in which every branch of learning is efficiently taught by specially trained instructors. Many of these schools specialize in teaching the arts, trades and business courses.

However, this does not mean that the private schools are devoted exclusively to teaching the student either the higher branches or "the best methods of earning a living." On the contrary, general education, such as is given in the public schools, is given first place and nearly all the institutions carry the pupils from kindergarten through the high school grades.

* * *

University of California

AMONG the great institutions of higher learning in Los Angeles and near-by territory are the University of Southern California, the University of California, Southern Branch, and Occidental College, all in Los Angeles; the California Institute of Technology in Pasadena and Pomona College, Claremont.

The Southern Branch of the University of California was established in Los Angeles three years ago. It is as genuinely a part of the State University as if it were on the campus at Berkeley. The regents of the university have cherished it and the State has given it generous support. Consequently it has grown both rapidly and solidly. At present its work is of two kinds:

A Teachers' College, which is one of the eight constituent colleges of the university, with nine four-year courses leading to a bachelor's degree. These four-year courses are in Music, Fine Arts, Home Economics, Commerce, Physical Education, Mechanic Arts and for Elementary, Kindergarten, Primary and Junior High School teachers. The student earns a teachers' certificate as well as a bachelor's degree in each of these courses.

The second kind of work is that of the first two years of the College of Letters and Science. At present the students go from here to Berkeley to finish this course.

There are 3257 college students, 550 ex-service men, 200 students in the Smith-Hughes courses and 575 little people in our training school, making a total of 4500 students of all kinds in attendance.

In this way the University of California has been planted in Los Angeles and is bringing its substantial opportunities to the doors of the people of Southern California.

* * *

Occidental College

NOW the greatness of Southern California is not only in its whiteness on the financial map and its blackness on the railroad, nor the glory of its color and its climate and its scenery and its people, in the pages of the promoting pamphlets, but it is also in the power of its youth and the ideals of the institutions which seek to train them. For instance, Occidental College.

Occidental College, founded and fostered by the Presbyterian Church, but without sectarian impulses, is located on a campus of one hundred acres in the city of Los Angeles. It has a student body of about 500, half of which are men and half women. Its buildings, all erected since 1914, have been designed by Myron Hunt and are in beauty an adornment to the city, and, in efficiency, equal to the best in the country.

Occidental College has, for its academic scope, the field of liberal arts, the study of human living, that it may be better done. Its faculty of thirty-six members is composed of men and women well furnished for their work, who strive, through their relationship with the students, not only to impart knowledge but to awaken ambition, to lead to larger usefulness and to make and inspire good character for God and country.

What is more important than that the men and women who are to lead this great State shall have in themselves the springs of honor, justice, truth and sympathy? It is given to Occidental College to train some of these leaders, and it is with such a power and passion within themselves that the college would return the sons and daughters to the city.

* * *

Growth of U. S. C.

THE University of Southern California, one of the oldest institutions of higher learning in the southern part of the State, has established a remarkable record for growth, both in the number of its students and in its educational advantages and equipment.

Enrollment in the various colleges of the university this year exceeds 7000, placing the local institution far ahead of many eastern universities established a century or more ago. The expansion of the University of Southern California and its steadily increasing educational advantages, standards and requirements, have kept pace with but one exception with the growth of Los Angeles and surrounding territory, the one exception being its building operations, which have been, necessarily, inadequate for the housing of the constantly increasing number of young men and women seeking entrance to the institution.

A comprehensive building program is embraced in a $10,000,000 endowment fund campaign now in progress and the university authorities are meeting with satisfactory progress in their efforts to raise this necessary sum.

Within recent months the university has been generally reorganized and its various colleges brought into closer co-operation through a more centralized administration under President R. B. Von KleinSmid. In addition to its regular courses the university now offers university extension courses in various subjects.

The University of Southern California has for many years served the needs of the community through a wise policy of co-operation with the business, industrial and commercial interests of Los Angeles and this policy eventually led to the establishment two years ago of the College of Commerce and Business Administration. Young men and women in this college are trained for actual positions in the business world and in large degree their instructors are recruited from the successful executives in the city's business life.

* * *

Institute of Technology

THE California Institute of Technology in Pasadena offers high-grade four-year undergraduate courses in civil, electrical, mechanical and chemical engineering, in engineering and economics, in physics and in chemistry; and affords exceptional opportunities for graduate work in physics, mathematics and chemistry, under a staff composed of men of international reputation in these fields.

In its undergraduate work the institute lays special stress on the fundamental sciences, mathematics, physics and chemistry, upon which all engineering work is based. It also includes in its curriculum cultural subjects, such as English and history, to a greater extent than is usual in technical schools.

The institute has an attendance of about 500 students and has definitely limited its numbers with a view to greater thoroughness of instruction and a higher quality of work.

Pursuant to the plan of creating an institution of the highest quality and making of it a scientific center of the first importance, a number of men of world-wide reputation have recently been appointed to its staff. In 1921 Dr. Robert A. Millikan, for many years professor of physics at the University of Chicago and a physicist whose work is known throughout the world, resigned his position at the University of Chicago to become director of the new Norman Bridge Laboratory of Physics at the institute, and chairman of the executive council. In the latter capacity he is virtually the executive head of the institute. Dr. Arthur A. Noyes, formerly professor of physical chemistry at the Massachusetts Institute of Technology and a chemist of international reputation, is director of the Gates Chemical Laboratory and head of the department of chemistry. Associated with these two in the notable program of work outlined and in the conduct of the institute are: Dr. Harry Bateman, in the field of mathematics, theoretical physics and aeronautics; Dr. Paul S. Epstein, who comes from the universities of Moscow, Munich, Zurich and Leiden; Dr. Charles G. Darwin of Cambridge, England, grandson of Charles Darwin, and ranking high among British physicists, and Dr. Richard C. Tolman, who resigned the position of director of the government's fixed nitrogen research laboratory in Washington, D. C., to become professor of mathematical physics and physical chemistry at the institute.

* * *

Pomona College

AN EDUCATIONAL institution which has made a remarkable growth during its thirty-five years of existence is Pomona College, located at Claremont, thirty-eight miles from Los Angeles. Pomona College is equipped with a campus of 140 acres and thirteen modern buildings. Present plant and endowment are valued at over $3,500,000 and steps are now being taken to increase the facilities of the school to a point which will meet, in some measure, the demand for the training obtained in such schools as Pomona. The college has an enrollment of 760 and last year it was necessary for authorities to refuse admission to hundreds in order to assure the standards and individual attention for which the college is so well known.

Pomona is widely known for its cosmopolitan representation. Practically every State in the Union, not to mention many foreign countries, have representatives in the student body. Concerning the scholastic standing of the teaching force, seventy-two institutions are represented on the faculty, sixty-one being American schools and eleven, foreign colleges and universities.

Recent campus improvements include two great buildings for the development of the science courses; a central quadrangle, covering two city blocks surrounded by academic buildings, which is being laid out and planted in a way to make an outstanding attraction, and the removal and remodeling of historic Sumner Hall, the center of college activities in earlier years, which will make a third addition to the group of buildings.

* * *

Los Angeles Public Schools

APPROXIMATELY 300,000 boys and girls are enrolled in the elementary, intermediate and high schools of Los Angeles city and county. There are 151 elementary and twenty-six high school districts in the county, of which the districts of Los Angeles city, of course, are, by far the largest, more than 180,000 students having been enrolled in the city schools prior to the Christmas holidays.

Mrs. Susan M. Dorsey, superintendent of Los Angeles city schools, comments on the educational situation here as follows:

The schools of Los Angeles constitute a great workshop wherein there is seen a spirit of cheerful, co-operative effort on the part of teachers and children, due, perhaps, to our cheer-inducing climate which lends its genial influence even to the lessening of a sense of strain in the relations between instructor and student. Little of the old-type attitude of master and child is in evidence.

In this vast workshop all manner of projects are undertaken from the universal and inevitable attack of the child upon the fundamental studies up and through the long series of the customary academic subjects which lead to graduation from high school; or from the paper box and the wooden toy, manufactured in the kindergarten and the lower grades of the elementary school, to the completely constructed desk, table, floor lamp, lathe or automobile; in this great workshop the school paper is composed, edited and printed; here, too, even classic drama finds a place while every adjunct of its presentation, such as costumes, accessories and scenery, are produced by the students as the result of applied instruction in the home economics, art and mechanical departments.

In recent years the simile of the workshop has come to have special significance since the conditions of modern life, for participation in which all this elaborate system of schools is provided, have made increasing demands for a more diversified training along vocational lines. New subjects and new types of instruction have resulted. Los Angeles has indulged in no costly experimentation. Slowly and cautiously her schools have proceeded, always watching the development of business and industry in the city and trying to adapt vocational training to manifest needs. There has been no slackening of intellectual standards or achievements but there is a plain recognition of the fact that the modern home and even industry itself can no longer furnish necessary vocational training and that the schools should adapt instruction to these insistent needs of all young life.

This demand for the adaptation of training to meet more nearly the requirements of modern life has naturally led to a careful questioning of the purposes and aims of education and of the materials and activities of instruction with especial reference to courses of study. For the past year Los Angeles teachers, in committee groups with well-qualified leaders, have been making an intensive study of the school curriculum, trying to determine the general aims of education and the specific ends that should be accomplished in and through the several subjects and activities. Neither the public nor the educator himself is always quite clear as to what should be expected from school training. Sometimes too much is expected, sometimes too little; rarely is there a fair appraisement of the product as to amount or quality. The present effort on courses of study is directed toward a more exact determining of what should fairly be expected as to the outcomes of public-school training in the several grades and then by what means those outcomes may most surely be realized.

The magnificent support of public education in Los Angeles is recognized by teachers and all other employees as imposing almost a sacred obligation upon the entire department to see that adequate returns are made upon this great investment.

A review of the schools is hardly complete without figure facts, such as those given below. These will answer many questions of distant readers:

ENROLLMENT—SCHOOL YEAR 1921-1922

Elementary	107,651
Elementary (Evening)	12,410
Junior High Schools (Intermediate)	10,937
High Schools	19,767
High Schools (Evening)	30,016
Total	180,781

That the total enrollment of the present year will greatly exceed that of last year is evident from the figures now at hand, which show an increase of 17,000 over the same date of last year.

NUMBER OF SCHOOLS NOW OPEN

Elementary	184
Special Schools (Parental)	14
Junior High Schools (Intermediate)	11
High Schools	15
Part-Time (High School)	1
Total	225

There are twenty-three evening schools, with various branches, being conducted at the present time.

NUMBER OF TEACHERS

Kindergarten	293
Elementary	3158
High School	1568
Total	5019

VALUE OF SCHOOL PROPERTY

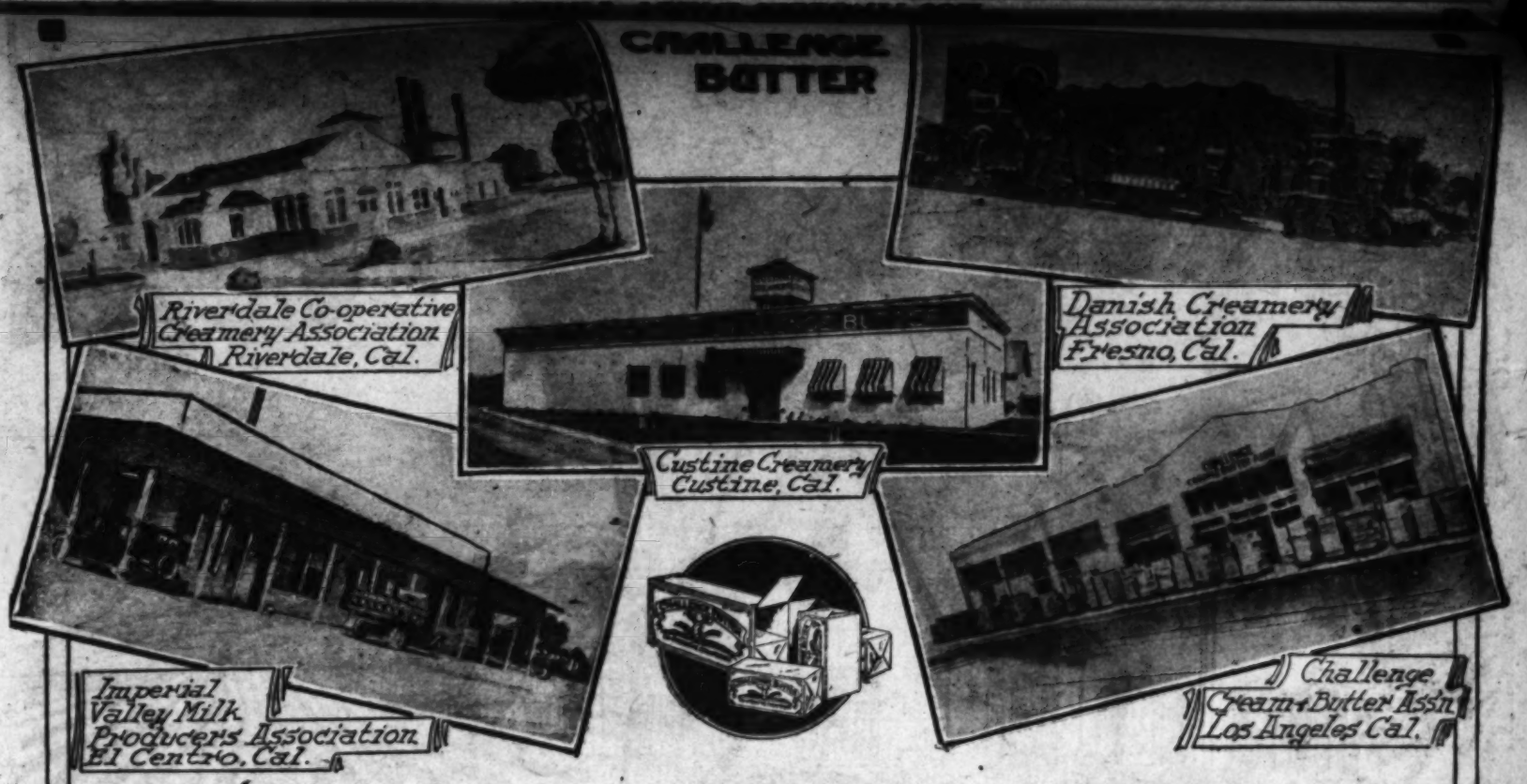
Elementary—Land, $4,482,932; buildings, $11,626,992; equipment, $1,545,762. Total, $17,655,686.

High School—Land, $1,626,610; buildings, $5,279,675; equipment, $1,318,716. Total, $8,225,001.

Out of the recent bond issue it is proposed to erect for elementary schools fifty-two additions or additional buildings on old sites and forty-five new buildings, either on new sites or to replace temporary buildings. The high-school apportionments call for three new senior high schools and four new junior high schools and for one building for part-time.

It is expected that these additional structures will provide educational centers for the many new communities that have developed in amazing numbers all about the city.

CALIFORNIA DRESSED BEEF COMPANY



High Quality and Prompt and Courteous Service Built

Challenge Cream and Butter Association

There is romance as well as keen business in the story of this Co-operative Association, that has grown from the time a one-horse wagon easily made all the deliveries, to the present, when nineteen trucks are required for the delivery of the products of the CHALLENGE CREAM AND BUTTER ASSOCIATION.

This Association is a shining example of what loyal co-operation can do for the producer. Starting thirteen years ago with about 200 dairymen, the Dairymen's Co-operative Creamery was formed, for the purpose of serving their own and the public's best interest.

That the vision of the organizers of this Association was justified, is fully proven in comparing the 3000 pounds of butter churned from the first day's cream to the selling daily of almost half the butter reported on the Los Angeles Produce Exchange.

The butter from the Creamery first was sold through an established butter dealer in Los Angeles, but because of unsatisfactory selling markets and arrangements, the directors were convinced that co-operative marketing was as fully important as co-operative manufacturing.

As a result, the Riverdale Co-operative Creamery joined with the Dairymen's Co-operative Creamery in establishing a butter house through which to sell their butter under the "Challenge Brand." Thus the Challenge Association opened for business January 1st, 1911, with only three employees besides the manager. However, these few employees were filled with the vision of the originators, and hard work produced results.

The greeting the salesmen received in those days—"We never heard of Challenge Butter," "First create a demand, then we will stock it"—would probably not be heard now throughout all Southern California, as "Challenge" is, without doubt, the best known "quality" butter in this locality.

After six years the Danish Creamery Association at Fresno joined the selling and marketing Association. As far as known, this Creamery does the largest business of any Co-operative Creamery in the United States, churning 2,722,269 pounds of butter in 1921. Danish Creamery Butter has won more prizes and gold medals than any other butter in California.

May the 1st, 1920, the Visalia Co-operative Creamery and Kings County Creamery Association at Lemoore, Cal., joined the Association. January, 1921, Harmony Valley Association was admitted and in January, 1922, the Imperial Valley Milk Producers' Association of El Centro was added, and July, 1922, the Gustine Creamery joined, making a total of eight.

"Efficiency, high and uniform quality," has been the slogan of this Association and to this end a superintendent of manufacturing was appointed, which accounts for the never-varying quality of the Association's butter.

The Challenge Cream and Butter Association has grown to proportions unexpected by its original founders, largely, as the slogan says: Because of "High Quality, Prompt and Courteous Service." The housewife invariably appreciates such quality and knows she is getting the best when she asks for—

DANISH BUTTER

CHALLENGE BUTTER



CHALLENGE CREAM AND BUTTER ASS'N

1219 SOUTH SAN PEDRO STREET, LOS ANGELES, CAL.

Sport's Devotees Find Every Desire Here

Pleasant Pastimes at Many Country Clubs, the Mountains, Beaches and Ocean Always Available

BY ALMA WHITAKER

SPORTSMEN revel in our climate, which makes their pet pastimes possible all the year. That is one reason why country clubs abound and the Southern California Golf Association boasts no less than thirty-two such organizations in its membership—and at least twenty of them within half an hour of Los Angeles.

There are country clubs to meet every taste and pocket, all the way from $100 to $1000 entrance fee, and liberal nonresident memberships to accommodate tourists at all of them.

The past year has seen the final passing of the old fairways and sand greens, so that scarcely a club remains but what boasts a full grass course, most of them of championship caliber—chiefly through the discovery of a suitable mixture of grass seed and amazing irrigation systems; indeed, the Los Angeles Country Club has a water bill which averages over $12,000 a year, and several others run nearly as high.

There is also one municipal golf course and another in the making, both of which are rapidly arriving at the same state of perfection.

• • •

Why Our 50,000 Golfers

ALL of which will explain why there are over 50,000 golfers in this happy clime, and the golf association's schedule of events is one long, joyous program from November to July. This schedule, which has just been published, sets the southern championship event for April at the Midwick Country Club, but owing to the overwhelming number of entries, which embarrassed the occasion last year, only those with handicaps of eleven and under will be able to compete this season.

There are, however, invitation tournaments at each of the clubs in the association to which any member of any golf club anywhere in the country is eligible, and for which there are no restrictions of handicaps.

The open championship will take place at the Flintridge Country Club in January—the event in which the amateurs pit their skill against the professionals, attended by star golfers from all over the State.

But, although golf is the chief raison d'etre at all of these clubs, numerous other forms of outdoor sports are enjoyed there as well. Thus few of them but what have swimming pools which can be and are enjoyed throughout the winter, as well as the summer.

• • •

Tennis, Polo and Other Sports

AS FOR tennis, has not Southern California long been famous for her tennis stars, many of whom have won laurels in both national and international events? Hence the tennis devotee will find tournaments going on all over, and the courts at every club gay with ardent young aspirants for fame. Every kind of court can be found here, from the velvety lawn to the hard dirt and cement courts—and many of them provided with stylish grand stands to accommodate the crowds who flock to see big tournament and exhibition match events.

Polo is tremendously popular and the Midwick Country Club makes quite a specialty of this form of luxurious sport. This, too, has its official schedule of events which attract gay and stylish audiences, the season for which opens this January. Eastern and English polo ists come in larger numbers each year to participate in this exciting sport, so there are generally "foreign" teams in the field to add to the thrill of competition.

There are even croquet lawns at many of the clubs, and the modern game of croquet, much more difficult than that of the genteel folk of the old-fashioned English novels, is played with great zest.

Horse-riding, too, finds a large coterie of devotees, since some of the bridle-paths through the mountains are replete with scenic charms. Both the Midwick and Flintridge country clubs possess these fascinating paths, and Santa Barbara is a favorite center of the sport.

Trap-shooting is another popular pastime that draws the crowds, a pastime in which many ladies are expert, competing with the men—often to their confusion.

All of these clubs cater handsomely to their women members. Generally they dedicate at least one day in the week to the ladies, when the latter not only enjoy prior rights on the links, but have special luncheons provided for them as well. And the women's championship and invitation tournaments find the course sacred to the ladies on those dates.

Masculinity is also becoming increasingly more magnanimous in the matter of mixed foursomes, which have become a weekly event at many clubs and prove highly popular. Incidentally the Southern California climate permits the wearing of the most charming and becoming of sports apparel throughout the year—which is no mean advantage.

Many of the best hotels have their own golf courses, in addition to certain specified privileges at many country clubs for their guests. No tourist need leave his golf clubs at home under the impression that there will be no opportunity to use them.

Naturally these country clubs are highly popular centers for hospitality and during the winter months weekly dinner-dances make them gay and sociable. Bridge and Mah Jongg parties thrive at all of them. Nor are these Southern California country clubs inclined to be quite so cliquey as often obtains in the East and in Europe—the many tournaments and dances militate nicely against that.

• • •

Yachting Through the Year

YACHTING, as may well be imagined, thrives in Southern California, which is destined to become the world center of that sport. There are several smart yacht clubs and hundreds of swift and lovely craft. The California Yacht Club of Los Angeles conducts motorboat races, summer and winter, and of these events the entire country is taking notice.

The coast of the Southland is rich in small clusters of fairy islands, the most notable of which is Catalina, which can be reached in from two hours to one day, by sail and steam, thus providing an enchanting destination for yacht runs. Avalon Bay at Catalina is a fascinating sight any Sunday.

The fishing at Catalina Island has become world-famous. For there one can, with talent, hook monster tunas—the reward therefore being eligibility to the Tuna Club, which harbors only such piscatorial genuses de luxe. Jolly little, smelly, kicker-boats can be rented for almost nothing and disciples of Izaak Walton have a sumptuous time stalking the monsters of the deep around this enchanted island. Incidentally, Catalina has a golf course, country club, bridle-paths and tennis courts as well.

• • •

Climb As High As You Like

FOR the mere hiker or the ambitious mountain climber this sandy land naturally abounds in charms. One can get to the very nicest mountain—and there's a whole range of them—within less than an hour—and leave the warm valley and the orange orchards below and climb into twelve feet of snow and feel highly expert with ice-picks in a few hours. The week-end hikers are a wonderful sight here; the girls, sensibly garbed in khaki breeches, setting forth with their knapsacks, either in solitude a deux or large, merry parties. And they usually return home laden with plants and flowers which only the mountain fastnesses can produce.

And at every beach, swimming—wonderful, joyous swimming. You see, the old Pacific never gets really cold—only cold enough once in a while to whet the enterprise and daring of those devotees who brag that they never miss their swim no matter what the elements. At its coldest it is usually several degrees warmer than any Eastern waters, even in summer.

There are coy little ocean beauty spots for the most wonderful bathing in dozens of places within an hour's ride of Los Angeles—some of them boasting still-water inlets running far within shore, as at Alamitos Bay and Balboa.

All of which are merely hints of the delights enjoyed by athletes and sportsmen hereabouts. They can find almost everything but ice-skating and bob-sleighing within an hour of Los Angeles—and if they desire, half a day's trip to Arrowhead Lake will furnish even those; or a drive of less than a day to the lofty Sierra Nevadas.

Dramatic Story of the Crumbling Old Missions

Long Chain of Massive Structures Builded While Early History Was in Making on Both of America's Shores

BY GEORGE LAW

FROM the rich and resplendent cities and flourishing agricultural communities of the California of today, the historic eye casts back a fascinatingly devious way to the rather barren but lovely wilderness claimed for civilization and Christianity, a century and a half ago, by a small, valiant band of brown-robed padres and a handful of leather-jacket soldados. Contemporaneously with the founding of the earliest of the twenty-one Franciscan missions, from the Bay of San Diego to the Bay of San Francisco, our forefathers across the continent were enacting the drama of independence. The development of the two great seaboards could hardly have been more opposite. While that of the Atlantic consisted in the direct growth and expansion of the first planted institutions, the smiling land along the Pacific entered upon an erratic career, as replete with surprises and warm romance as a choice tome of fiction.

We of today look upon the scarred rock walls and crumbling adobe ruins of the old missions, thinking how picturesque they appear against the modern richly elaborated background. We attend the Mission Play and are transported by the well-rendered living pictures of high-colored festive gayety during the Spanish epoch; and we are deeply affected by the pathetic struggles of the missionaries to do something for the natives. We feel vaguely the far-off fleeting presence of a great dream; it eludes our grasp; out in the real world it quite vanishes, for there is nothing to show that the dream was realized. The early past is severed from the late present. We admire, we enjoy, we indulge in flights of fancy; but the significance of the mission story trails to the land of visions.

Nevertheless there are certain salient features in the history of the missions which throw into clear perspective the measure and importance of the part they played in the making of California. No student of eighteenth century documents can deny that but for the Franciscan missionaries and the establishments they reared the subduing of the Far-West wilderness had been delayed three-quarters, or at least one-half, of a century.

Spain's sixteenth-century infatuation with this region faded out when Cortez and his followers failed to find wealthy barbaric kingdoms similar to those discovered in Mexico and Peru. The coast of brown cliffs and treeless mountains, inhabited by naked savages, did not again engage their interest until the need of a refitting station for their oriental trade vessels, and the fear of another nation's discovering the supposed north passage, combined to indicate the urgency of colonizing upper California. Even then impoverished Spain would have delayed. But it found in the zeal of the missionaries and in the pious fund the means of carrying out the project. Thus the score of earnest Franciscans, thinking only of converting and civilizing the natives, and the escort of military having naught but conquest and personal gain in mind, were banded together in an expedition of antagonistic purposes.

The missionaries, in undertaking the first constructive work in California, continually had to contend with parasitic gangs of sappers and destroyers. Frustrated from the beginning until the end was their endeavor to promote morality among their simple parishioners. A degree of success attended their agricultural and industrial enterprises. The fertile land made quick and plenteous response to the touch of plow and water. But the harvests were burdened, with the support of an ever-growing non-producing population of adventurers and squanderers. The jaded, blundering empire had sowed the tares in its own wheat.

The missions were established in a series among Indian camps at favored sites about a day's foot journey apart. After the erecting of a brush shelter and the formal dedication of the place, two friars were left to build out of the raw materials about them, with the aid of such Indian labor as they could gain, the imposing edifice for worship together with such dormitories, shops, store rooms, barracks and other buildings as were progressively needed. The only money available for purchases and expenses were the stipends of the padres paid out of the pious fund. From small quantities of seed and insignificant herds of cattle, it was their business to build up industries capable of supporting the growing communities of dark converts in an incipient civilized manner; and they were compelled to accept worthless promissory notes in exchange for supplies for the feeding of the inflowing colonists from Spain and Mexico.

Success crowned the early efforts of the missionaries to a surprising and remarkable degree. Each mission became the center of a thriving agricultural and stock-raising community. The savages, who before had subsisted upon seeds and shellfish, were taught to be farmers, herders, weavers, blacksmiths, carpenters, masons and tolerably skilled workers in a great variety of trades pertaining to the maintenance of a rudimentary civilized sort of existence. Although to the deprivation of the producers, the missions succeeded in maintaining the entire population of California; they even built up an export trade in hides and tallow, particularly with Boston companies.

The Franciscans expected to be able to make self-supporting, capable and moral Christians of the Indians in a period of ten years' service at each mission. But the natural dullness of the natives, combined with a depravity partly their own and partly fostered in them by the profligate element among the colonists, defeated this expectation. Increasingly it became evident that to leave the Indians to their own resources, was both to abandon incompetents to confusion and sheep to wolves. But when the missionaries stayed on, laboring under ever-increasing handicaps and opposition, the petty civil authorities and their sycophants represented that they had taken possession of the only good land and were conducting the industries for private gain.

• • •

Confiscation by Politicians

WHEN the Mexican war of independence changed the government of California, the clique of greedy politicians got the upper hand. Under the guise of emancipating the Indians from the hard yoke of mission authority, they passed an act secularizing the mission property. This amounted actually to confiscation. The missionaries were turned out and the politicians took charge of their affairs. While the Indians were now legally free, they were actually, because of their ignorance and pusillanimity, slaves to these new and unsympathetic masters.

The result, however, was not that fondly foreseen by the politicians. The Indians, smarting under flagrant injustice untempered by kindness, fled in despair to the mountains and the desert, leaving the Mexican rulers in a curiously uncomfortable predicament. Their lands rapidly reverted to a wild unproductive condition: they were rulers of a colony from which the working class had vanished.

Then came the missions' darkest hour. These splendid establishments, the only productive centers in California, were pillaged and ruined. They were stripped of their resources—grain, fruit, wine, hides, tallow, everything that the plunderers could make use of. Even ornaments, rare paintings, vestments and consecrated articles of worship were appropriated and sold; though some of these things, happily for the rehabilitation of the missions in the present day, were spirited off into the safe keeping of true worshipers and loyal Californians. The herds and ranchos were divided up among the despoilers, and finally even the venerable old buildings were turned into haciendas and corrals, or abandoned to utter neglect, in this tragic climax to nearly a century of constructive service.

• • •

Dawn—And the American!

BUT to every night, however black, there comes an end in the dawning of a new day; and suddenly, with melodramatic effect, there appeared upon the scene of confusion a new and powerful character. This was the American. The despoiling of the missions occurred just a few years before the United States won and bought the southwest territory from Mexico. Simultaneously a tremendous event was injected into the plot. Gold was discovered. Thus while the early California period faded out in sorrow and desolation, and the noble relics of its prime were hardly noticed by the inswarming gold-crazed strangers, the mighty new source of wealth prepared the way for the reclaiming and reconstructing of the land upon a new and permanently majestic scale.

California has not lost; on the contrary, she has gained; her dramatic story has worked out to a tremendously successful and wonderfully happy conclusion. But unfortunately in the resolution of dramatic episodes a certain tragedy has overwhelmed her first native children and the splendid institutions that sought to provide for them.

Many Millions Spent to Make Southland Educational Institutions Equal to the Best

THE business of learning out good citizens capable of building houses, writing books, raising onions, potatoes and spring lamb, inventing and manufacturing machinery and operating the same, writing poetry and selling it to music, the business of developing human initiative and helpful endeavor, of creating a higher type of civilization—is the business



CALIFORNIA DRESSED BEEF COMPANY



Crystal Pure Lard — California Dressed Beef Co.

Steam-rendered

Ba-Ko Shortening — California Dressed Beef Co.

One of the Most Modern Institutions of it's Character on the Pacific Coast.

COVERING six and one-half acres with its principal buildings, yardage and spur trackage from the Southern Pacific Railroad, the enormous new plant of the California Dressed Beef Company, Incorporated—one of the most modern and without question one of the largest on the Pacific Coast—began operations last month. Facing Santa Fe avenue, with the office entrance at 3860, the present institution is the result of thirty-five years of earnest endeavor on the part of Mr. R. L. Bliss and his associates. On one corner of the ground where today stands the present equipage, Mr. Bliss first engaged in the meat-packing business in a very small way. In fact his first effort was the purchase of a beef from a neighboring rancher. After slaughtering the animal, with the assistance of members of his family, the dressed product was disposed of to near-by trade the following day.

The present business, which was established in 1902, was built on a foundation of hard work and steadfastness of purpose. It has consistently been the aim of the company to serve the retail meat dealer.

The plant of the company is most conveniently located in the Los Angeles Union Stockyards District on Santa Fe avenue on a main street-car line. The white concrete walls and buildings form a most impressive sight. Large iron gates are provided and the entire acreage is cement-paved and so graded that perfect drainage is supplied at all times. Ample sewage connections are provided. The stock corrals are roofed. This keeps them dry in rainy weather and cool in summer time. Conveniently located in this maze of corrals is a large receiving platform, equipped with a scale, to accommodate a carload of live stock. These corrals provide accommodations for 1500 beeves and calves, 3000 hogs and 8000 sheep. Sanitary automatic feed-hoppers and watering-troughs, scientifically designed by Mr. Bliss, take care of the stock-feeding problem. Each water trough connects with a master gauge located in the superintendent's office and there is never any food or drink-suffering among stock. The feed is supplied from narrow-gauge rail lines, running between long rows of pens. Feeding regulation is made possible through another ingenious device perfected by Mr. Bliss.

At the left of the yards and entirely apart from the main plant, quarters for employees have been provided where street clothing is changed for spotless white for the day's work in the plant.

The concrete fire-proof main building, 400 by 200 feet, with 300,000 square feet of floor space, is a four-story structure. In one corner of this building is the general office. The eastern end of the building houses one of the most modern cottonseed-oil refineries on the Pacific Coast, its daily capacity being in excess of 100,000 pounds. Storage facilities are provided for over 1,000,000 pounds of high-grade shortening, rendered lards and refined vegetable oils. Four large-type elevators provide transportation of materials.

The killing floor is on the first floor of the main building. It is light and fully equipped with all latest labor-saving devices, from its knocking pens, hoists, etc., to its concrete floor.

Next to the killing-room are the chilling and cooling-rooms. These rooms can handle 1500 cattle, 1000 hogs, 500 calves and 1000 sheep.

In this same building there is a spotlessly clean sausage department, fitted with grinders, mixers and choppers. This department also turns out a full line of standard package and luncheon goods. On the same floor is located the smoked-meat and provision departments. The basement is given over to pork-curing before smoking, and the cutting of hogs.

The company extends a most cordial invitation to the public to inspect its plant. The present plant covers the same acreage covered when over a year ago the entire plant was swept by flames, with additional acreage for spur trackage.

All officers of the California Dressed Beef Company, Incorporated, are thoroughly experienced in their chosen field. They include R. L. Bliss, president and general manager; Hugh Jackson, vice-president and assistant general manager; T. S. Reynolds, secretary and treasurer; M. L. Anderson, live-stock buyer.

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ESTABLISHED-1887



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Wharehouse of M.A. Newmark & Co. 6th at Mills St.



Union Bank Building 8th at Hill Sts



Merritt Bldg. 8th at Bdwy



Brack Shops 7th at Grand Ave.

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Some Notable

Motor Tows Glorious Star of Empire

Miracle of the Auto in Southern California's Metamorphosis From Somnolence to Perpetual Motion

BY ERNEST McGAFFEY

SOUTHWESTWARD the star of empire takes its way, and under the glittering constellations which blaze above the southern counties of California, and under the sunlight of alternate seasons, there is being worked out a transformation that would have seemed incredible to the men and women who came into the country during the early days of its gradual unfolding, had anyone been rash enough to prophesy the glories of the future. For those old days were the days of dolce far niente; days when the Spanish regime was dominant, and the spirit of languor and leisure was abroad in the land. Days when the wagon, the cart, and the horse were the only means of transportation, supplemented by teams of slow-moving oxen. Days when thousands of cattle and sheep dotted the hills and valleys of a pastoral country, watched over by swarthy-featured attendants, and the sound of the mission bells called in the Indian laborers from the fields.

The motor-propelled plow of the farmer of today will sometimes unearth the rusty spur of a Castilian horseman, or the rudely hewn implement of some vanished aboriginal. And in some of the crumbling missions the parchment scrolls of the Franciscan fathers will be found, yellow with the passing of time, and recording in fading script the annals of far-away years.

Yet the dawn of a mighty awakening was at hand. The Spaniard and the Mexican gave way to the energy and restless spirit of the adventurous American, although their part in the development of the Southwest remains an indelible page in the records of history. The gold discovery in 1849 brought thousands of pilgrims to the State, Northern California came rapidly to the front, and cities sprang up and flourished where before only the mountains and forests had slumbered. But, to the south, the big ranches clung tenaciously to their broad acres and the customs of a more insulated people, and progress, excepting in a few communities, seemed to be marking time, preparatory to receiving marching orders.

* * *

Awakening Like Dawn

AND like dawn, at last, the metamorphosis came. In the past twenty years the dormant possibilities of Southern California have been unrolled as some magnificent triumphal banner, until its name and fame are heralded in every State of the Union, and to every country beneath the sun. And the magic talisman which brought about this change was the automobile and its accompanying transportational factor, the automobile truck. To the citizen of Los Angeles who has lived here for two decades the transformation has been one whose wonders have rivaled fiction, and made nothing seem impossible of accomplishment in this part and portion of the universe.

The exploits of Aladdin and his wonderful lamp fade into insignificance when contrasted with the miracles arising from the introduction of motor cars, motor trucks and stages into Southern California. It is the story of the building of an empire. A narrative as fascinating as the most thrilling romance—a romance, indeed, of almost unbelievable fact. Many great cities have had this curious blending of fact and fancy embodied in the pages of their history, but here an extensive area, with a number of cities and scores of thriving towns, was suddenly developed, and where sheep ranches had dozed in the sunshine, million-dollar hotels rose almost over night, with patrons occupying them who had arrived from the four corners of the globe.

This was not chance, but Destiny. And in the varying conditions which led to such a vital change, the automobile, the truck and the automobile stage have been, in the last analysis, the supreme element of progress. To get the correct viewpoint on this situation, it must be remembered that the automobile brought good roads, and that good roads were not responsible for the invention of motor cars and motor-driven vehicles. Their conjunction, it is true, has made Southern California what it is, but automobiles crystallized the necessity for modern highways, and were the prime factor in compelling both national and State movements toward the establishment and the maintenance of modern highways.

* * *

Brings Bloom to Desert

NOT only has the automobile been largely responsible for the growth of Los Angeles, San Diego, and the lesser cities and towns of Southern California, but under its beneficent influence the desert wastes have been made to blossom. And an immense territory—an empire in extent and importance—has been created where twenty years ago there was never a hint of greatness. What would now be the Imperial Valley if there were no automobile or automobile trucks to handle its transportational problems? Look back to the population figures of Los Angeles in 1902! They were 125,000. They have increased over five times that much since. In twenty years from now the city will have a population close to five millions. And in this rise to a great height among the metropolises of America, the automobile and motor-drawn vehicles will play a leading part.

This stupendous advancement is not confined merely to the commercial centers of Southern California. It is just as conspicuous in the smaller cities, the towns which are rapidly growing into cities, and in the agricultural communities and towns as well. The rapid and permanent development in manufacturing, mining, agriculture and horticulture, the extensive strides taken in building operations and in opening up the country, and its general prosperity and expansion is indissolubly linked up with automotive vehicles as the ruling power in most lines of transportation. For transportation, after all, is the spinal column of progress.

Without the automobile and the transcontinental highways, California would still have remained comparatively a sealed book to hundreds of thousands of people, despite the volume of passengers carried by the railways. The influx of motoring tourists into the country was the beginning of a nation-wide pilgrimage fraught with simply colossal possibilities. Southern California was a revelation to these travelers. They came, they saw, and they were conquered. Year after year they left the eastern, northern, midwestern and western States and came to settle. Hundreds of thousands of farmers and fruit growers, dairymen and stock-raisers, investors, capitalists, professional men, business men, workingmen, writers, artists, musicians—men who came to earn their living and those who journeyed to the Southwest to retire from work—in all, an army which is still sending its advance ranks forward, came to Southern California to grow up with the country.

* * *

Coming by Automobile!

EXPERTS in the science of city and community growth predict that this portion of America will, before long, be the most densely populated area of its size in the United States. They point to the fact that Los Angeles is the largest city west of the Mississippi River; that hundreds of lesser cities and towns have risen throughout the Southern California counties, and that the tide of home-seekers and citizens-to-be continues to flow steadily from all points of the country to this region. A vast part of this accretion of men, money and muscle is directly attributable to the automobile. Without it—but it is idle to discuss such an impossibility.

All work, all business, all play, all channels of activity or leisure in Southern California are, directly in most cases, and in all cases indirectly, connected with the motor car, motor truck, motor stage and motorcycle. Automotive power is the propelling force of the age. And where the highways are open the year round, the transportational advantages of rubber and gasoline are practically unlimited. The cities and the country districts alike depend upon motors and motor trucks.

Aside from the commercial aspect of the use of automobiles and motor trucks, the utilization of the automobile by business and professional men is really extraordinary. It is used for conveying them to and from their offices and places of business, on trips to other cities or to rural communities. Thousands of workmen drive their automobiles from their homes to the factories or buildings where they are working, and in this respect they have superseded the electric cars as a mode of conveyance to an appreciable extent. Civic business, fire and police departments and emergency hospital work are all carried on through the medium of automobiles and motor vehicles, and only the occasional appearance of a weary-looking team of horses with a garbage wagon is a reminder, in municipal circles, of Dobbin and the days of "auld lang syne."

Motor-stage transportation between Southern California cities and communities has grown to gigantic proportions. Not only as to the "short-haul" business, but the "long-haul" as well. From Los Angeles to the north, south, east and west hundreds of motor stages leave every day and night, and hundreds of others are arriving during the course of each twenty-four hours, from different points all over the State. This traffic, too, is increasing steadily. It represents a phase in passenger transportation which dwarfs old-time stage travel to almost the disappearing point. Day and night the year through the highways are being traversed by these rubber-tired caravans, and it is now possible to travel by these conveyances from one end of the Pacific Coast to the other.

Los Angeles county is celebrated as the leading agricultural county of America. What made it so? Automobiles and automobile trucks and trailers. Not only the freighting of agricultural and horticultural products, the hauling of live stock and of dairying output, but of all building supplies, material, farm machinery, fencing, groceries, seeds, and of everything coming to or going away from the farms, depends upon the automobile, the truck and the trailer. The effect, in the way of saving of time, money and worry, has been amazing to the farmer, fruit-grower, stock-raiser, dairyman, poultry-raiser and vegetable-grower, and the impetus given to the industry has been incalculable.

Manufacturing, in which Southern California and Los Angeles have made such an impressive advance, is still another avenue of progress which depends greatly upon the automobile, the automobile truck and the trailer for the carrying on of its manifold activities. Millions of tons of manufactured goods are transported from shop and factory to train, boat, or direct to the purchaser. Material of all sorts is carried to various plants by automobile trucks, and both in receiving raw material to be manufactured, and in distributing the finished products, the use of automotive power has been almost universally adopted. In the freighting of oil and gasoline, also, motor vehicles are extensively employed. There is not an angle of manufacturing which does not depend substantially upon automobile trucks carrying on its work.

The huge problem of city retail distribution rests solidly on motor-driven delivery wagons. Whether it be perishable goods, manufactured articles, department-store purchases or any one of hundreds and thousands of miscellaneous deliveries, the motor wagon or cars is the medium employed to reach residences, shops, stores, ranches—the entire scope and circle of commercial and social activity. It would be an object lesson as to the efficiency of motor delivery if just one big downtown store should try to make its deliveries for a single day by horses and wagons. The result would be a compound of delay and confusion which would break all records for inefficiency.

In the world of society and of outdoor recreation the automobile reigns supreme. With the many reductions which have been made in prices, the ownership of an automobile has been brought within the reach of hundreds of thousands of persons of moderate means. Distances have lost their menace to the recreation-seeker, and a hundred miles over good, modern highways in an automobile is not nearly so much of an undertaking as twenty-five miles was a quarter of a century ago, over the "glorified trails" of those days, in a horse-drawn vehicle. The churches, the theaters, concert halls, lecture rooms, schools, beaches, mountain resorts, baseball and football parks, and all other places of instruction and amusement have been brought nearer to the people by reason of the dominating influence of the automobile on the transportation of today.

And thus we are building an empire in Southern California during these stirring days on a foundation of the motorization of present-day conditions. Twenty years ago it would not have seemed possible. Now it is the outstanding fact of modern civilization. In every channel of life, in every conceivable angle of business, and of human endeavor, this basic element of development has so deeply and indelibly stamped its impress, that more than any one other existing factor of progress it can be rightfully hailed as the sine qua non of permanent prosperity.

Southwestward the star of empire takes its way. Over highways intersecting every city, town and rural community of Southern California, sign-posted and guarded by the scientific system of the Automobile Club of Southern California, thousands and tens of thousands of cars and motor trucks and trailers are passing, and the silver-spurred Hidalgos of olden times would stand petrified if they could look on the spectacle.

From the valleys the golden globes of oranges and the emerald tints of lemon and grape fruit gleam in the lambent sunlight, and afar in the fields shines vineyard and luxuriant portent of harvests to come. Oil derricks send their squared structures skyward, and the smoke of mills and manufactories floats cloudward to the illimitable blue. The towers and steeples of cities born and cities yet to be pierce spaces where once reigned silence, and only the wing of a wandering bird gave signs of life. And all this change, all this transformation from dreamland to mighty achievement was brought about, more than through any other influence, by the automobile, the motor truck and the motor trailer.

BY AUTOMOBILE TO PAINTED CANYON

Frescoed Designs and Sculptured Forms in Chemical Tints of Green, Ash, Blue, Yellow and Silver

AEONS ago the primeval sea carved out some fantastic mazes and hallways in the hills east of the Salton Sea, just a few miles east of those rich, desert acres where California is now producing Arabian dates to perfection. After the waters had receded, the other Nature sculptors, wind, cold, heat, and occasionally rain, took a hand in the work with their finer tools. The sun effected some chemical changes, bringing hues of surprising brightness out of the dull clays. It is barely possible that certain deposits of photographic material proved sensitive to the dawn and sunset colors of those early desert days. However attained, the effect is a masterly combination of sculpturing and painting on a scale unapproachable by the art of man, although quite within the scope of human appreciation.

The best done of these venerable antediluvian galleries has won the name of Painted Canyon, and were it not by Nature secure from the destructive inroads of commercial man, it would certainly be worthy of protection as a wonder spot for all interested people to see. The canyon is accessible by parties afoot or with animals at any time of year. But owing to the fact that it contains no spring, it is not a practical undertaking for day excursionists or parties not fully equipped against desert drought except during the winter or the rainy season.

Nor is there a definite road leading to the canyon. After the desert sands have been somewhat packed down by rain, the motorist runs out to Mecca, on the main highway, follows the Blythe Road for about a mile and then turns off to the northeast into a wash that winds up in the general direction of a great corrugated face of salmon-colored cliff. The automobile easily negotiates the bed of the damp wash, a mixture of sand and clay. The gradual ascent leads in two or three miles to the portal of the canyon hidden behind the reddish cliff. Immediately the scene assumes a maze-like form, queerly eroded and highly colored passages beckoning this way and that.

The appeal of Painted Canyon is far from being entirely confined to coloring effects. These are strong and varied, ranging from chemical tints of green, ash, blue and black to more vivid hues of yellow, orange, garnet, pink, tan and silver; metallic tones of copper, bronze, steel, rust, verdigris and luminous black, enter into striking combinations. But accompanying the color effects are frescoed designs and sculptured forms in even greater diversity. The canyon is in reality a mighty gallery of the Nature artists. They have carved its walls and pillars, brought out fanciful shapes in bas-relief, placed figures in niches and hewed out statues of many sizes and at various elevations. Then they have gone over the work with brush and palette, creating a high light in one place, a half-tone in another, enduing a mural here with a gorgeously impressionistic savor, weaving delicate mysticism into a scene elsewhere.

A short distance above the farthest part accessible by automobile, the coloring leaves off; but the sculpturing continues in even more distinctive fashion. The canyon breaks up into a number of narrow passages curving back into the mass of the mountain plateau beyond. The walls rise sheer to heights of one and two hundred feet. Solitary figures stand silhouetted against the sky. One of the passages becomes so narrow as barely to permit a person to squeeze through. Most strange of all, the narrow slit to the blue sky is not vertical; it slants at an angle of about 75 degrees. Gradually the passages ascend until sheer falls, mounting in great steps to the mountain ridges, stop further progress, or compel recourse to ladders.

To explore the whole of Painted Canyon is a matter of several days or a week. While the canyon has a depth of but four miles, its many branches and side passages stretch out into five or six times that mileage. During the rainy season it is sometimes filled with torrential streams. Then it can be penetrated but short distances. Probably the best time to visit it is in April or May after the heavy rains are over, but while the canyon bed is wet enough to yield water to the camper with a spade. Then to the interest of form and color is added the tender charm of a floral display, quite surprising and delightful in the heart of this infertile-looking canyon of the parched desert.

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All entirely new features in advanced architectural work.

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Prices from $1150 to $1550. All improvements included.

Fair restrictions—all Caucasian.

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Branch Office—Louis J. Wilde

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2004 Brooklyn Avenue—Boyle Heights

Take Yellow Car on Main Street—marked Brooklyn Avenue.

WE

build the classiest little or big homes.

Ideas exchanged and developed getting away from the cut and dried old stuff.

Interior work, color schemes and economic arrangements fitted to the price.

We purchase the property, build the building and help finance you.

Southern California Iron and Steel Company

PLANTS AT

Los Angeles, California, U.S.A.

A Southern California industry manufacturing open hearth steel in accordance with the most approved practices of the art of steel making—where quality and uniformity of product is the watchword, whether it be an ordinary soft steel merchant bar or special analyses of carbon or alloy steels. With modern open hearth furnaces, together with a completely equipped laboratory for experimental and research work, rolling mills and forge presses, high grade steels of special analyses are produced for many uses in the automotive and oil-well drilling industries. These special steels compare favorably with such steels manufactured anywhere in the world. Our co-operation will be gladly extended toward developing the grade of steel most suitable for any purpose. The specification thus determined is rigidly adhered to and manufacturers are assured of receiving the exact grade which their requirements demand. Not only is particular attention given to special analyses, but all the regular commercial grades of steel receive the same care and thorough inspection in their manufacture and uniformity thereby is assured.

We operate the largest bolt, nut and rivet works west of the Mississippi River, manufacturing machine and carriage bolts, lag screws, nuts and rivets and special bolts which are not excelled in quality of stock or workmanship. We guarantee our products.

Soft steel merchant bars
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Forging Billets
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Galvanizing

Send us your inquiries

Los Angeles Manufacturing Company



SOME OF THE PRODUCTS

WITH twenty years of continuous production, the goods and wares of this Company may be found in practically every town and hamlet of the Pacific Southwest.

Their output consists of riveted steel water pipe, riveted steel well casing for both water wells and oil wells, storage tanks for water oil, gasoline, etc.; smokestacks, breeching, air receivers, ore buckets, etc. In addition to this they do all kinds of plate work requiring special construction.

Their riveted steel water pipe is double dipped and double riveted. Many miles of this pipe have been used by the city of Los Angeles in the distribution of the famous aqueduct water.

For a small additional cost this pipe is made with a non-corrosive, alkali resisting covering.

The steel well casing is made of the best grade of hard steel, carefully riveted and trimmed. It comes in loose joints, two feet, three feet and four feet long, or is made in sections of required length. This casing, when equipped with suitable steel rings at the bottom, is used for the drilling of water wells and oil wells.

Both the water pipe and the well casing are made in all sizes and gauges from four inches in diameter up to the large sizes for heavy penstock and power lines.

They manufacture tanks from small portable size up to the big ones for oil field storage; those for use underground, in the field, on towers and in buildings. A recent very interesting construction for the Belvedere Water Company of Los Angeles is a water storage tank over sixty feet in height which can be seen for miles around.

They carry a large supply of metal in blue annealed, hard red, tank plates and various gauges of galvanized.

Having had these years of practical experience the Company is equipped to estimate, advise and install any project requiring the development, storage, distribution or handling of water for irrigation, domestic or power purposes, and they cater to farmers, subdividers, irrigation companies and others interested the full courtesy and experience of their plant and organization in solving your particular problems along these lines.

The Company is always pleased to receive your blue prints, diagrams, plats, etc., or will have a representative call.

They ship to all points, either by rail, boat or trucks.

Their office and factory is located at Lenard, Minerva and East twenty-fourth street. Telephone numbers are Broadway 7110, 7111, 291-545. Postoffice address is Box 37, Arcade station, Los Angeles.

A branch factory is maintained at Phoenix, Ariz.

Mr. Geo. Renwick is President and Manager, Mr. H. L. Brown, Vice-president and Superintendent.

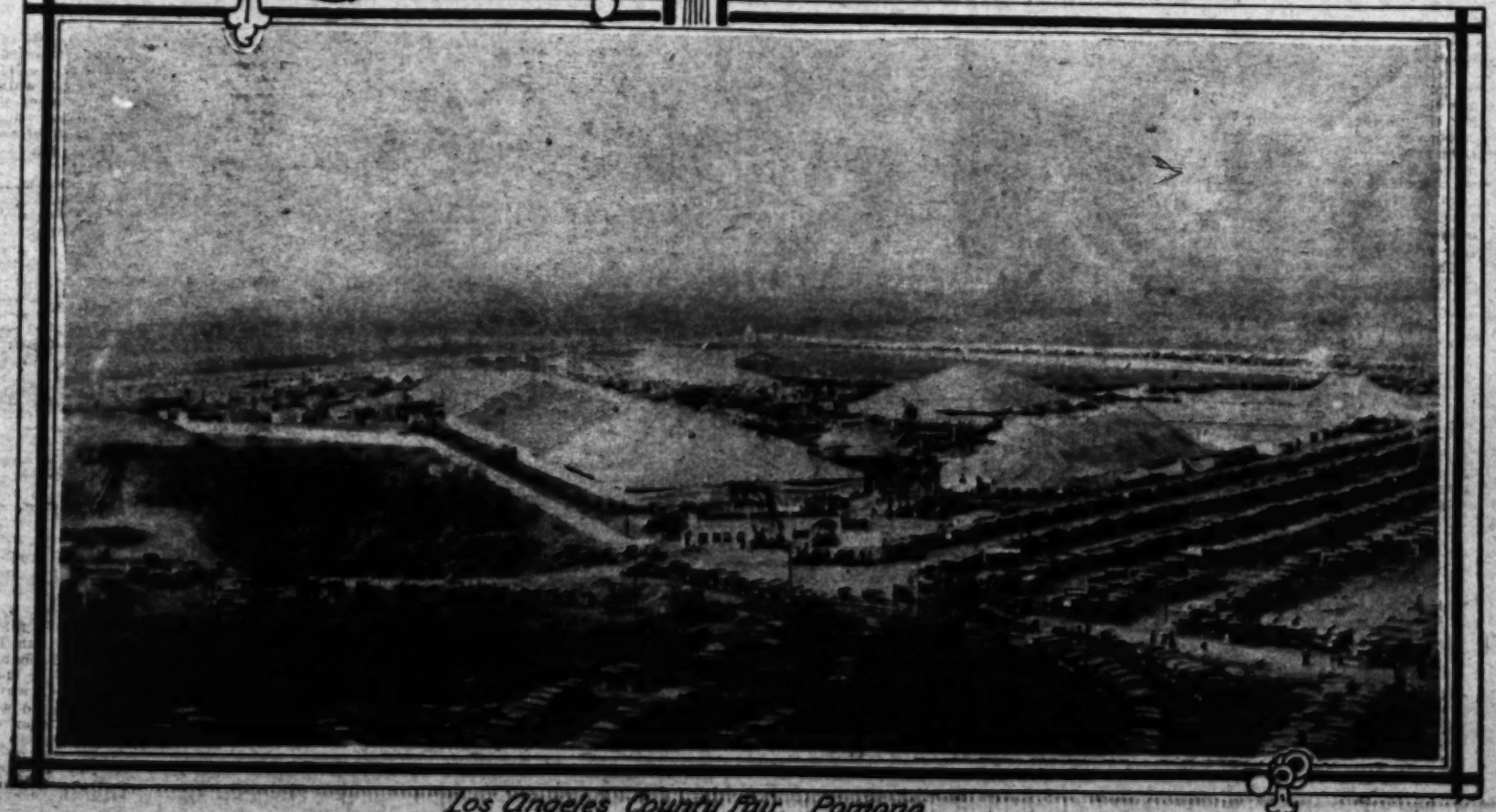
Some Notable Southland Achievements



Court of the Birds, Mission Inn, Riverside, California



New city hall at Long Beach



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Motor Tows Glorious Star of Empire

Miracle of the Auto in Southern California's Metamorphosis

From Somnolence to Perpetual Motion

BY ERNEST McGAFFEY

SOUTHWESTWARD the star of empire takes its way, and under the glittering constellations which blaze above the southern counties of California, and under the sunlight of alternate seasons, there is being worked out a transformation that would have seemed incredible to the men and women who came into the country dur-

that much since. In twenty years from now the city will have a population close to five leading agricultural county of America. What made it so? Automobiles and

With the many reductions which have been made in prices, the ownership of an automobile has been brought within the reach of hundreds of thousands of persons of moderate means. Distances have lost their menace to the recreation-seeker, and a hundred miles over good, modern highways is an automobile is not nearly so

One good resolution for the New Year ~ be economical

and you can make no better start than by keeping a careful check on the expense of driving your car and the cost of keeping it in good condition.

Bear in mind the fact that the gasoline and oil you use affects in a great measure this item of expense, and be cautious in your choice of these products. Choose a fuel that saves your battery, that has all the qualities essential to perfect combustion under all conditions---that gives you the maximum in mileage. Choose an oil that seals the power of your motor, insures efficiency of operation, and cuts down the repair bills by giving perfect lubrication.

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When the Chaparrals in Bloom

Financial Strength Backs City's Growth

A Year of Continuous Advancement, With More Money Deposited and More Invested

BY CHAPIN HALL

NINETEEN hundred and twenty-two was the most important year in the financial history of Southern California.

During that period more money was deposited in the banks than ever before during a similar term. More money went into legitimate, conservative development. More money was invested in bonds and sound investment securities. More capital was attracted to new enterprises. Fewer failures were recorded.

The year was one of continuous advancement. There were no offsets to the progressive prosperity of the community. The "white spot" position was maintained without a break, and without reference to conditions in other parts of the country. At the end of the year the credit situation of the community was stronger than ever, and there is no reason now apparent why 1923 should not show the same relative improvement.

It is an interesting commentary on so satisfactory an economic outlook to find that in 1922 the Los Angeles district paid more Federal income tax per capita than any other section of the United States. That Los Angeles is second only to New York in the payment of amusement taxes. That the excise taxes collected from manufacturers in Los Angeles amounted to $1,289,095, as compared with $954,593 for San Francisco, her nearest competitor. An effective refutation of the now seldom heard argument that Los Angeles subsists on tourists and climate.

The city is growing at the rate of about 100,000 each year and this fact presents a problem of the first order for the public utility companies to solve. It is no small task to provide service and equipment every twelve months for a city the size of Albany, N. Y., or Trenton, N. J., or Erie, Pa., in addition to keeping abreast of the normal upkeep requirements of a city of 750,000.

The story is told in detail elsewhere. It is the province of this review to indicate with "icy accuracy" the fact that the growth of population, of industry, of manufacturing, and of every other division is backed consistently and at every angle with sound financing.

Bank clearings provide a barometer which is infallible. Money cannot find its way through trade channels without leaving in its wake accurate statistics. We find, therefore, that clearings for 1922 ran from a low of $338,000,000 in February to an actual high of $471,000,000 in October and an estimated high in excess of $500,000,000 for December and that the percentage of increase over the corresponding month in 1921 was from 10 per cent in March to 28.8 per cent in October and a probable 30 to 35 per cent in December.

Bank deposits are another straw which inevitably show the direction of the economic winds, and the following table compiled at the several dates of the call for statement of condition of all Los Angeles banks by the Comptroller of Currency and the State Superintendent of Banks is a fine showing of consistent growth:

Jan. 1, 1922	Deposits
10 National Banks	$165,553,275.89
12 State Banks	325,896,326.68
22 Banks	$491,464,602.57
March 10, 1922	
10 National Banks	$164,726,264.67
12 State Banks	348,542,152.27
22 Banks	$513,268,416.94
May 5, 1922	
10 National Banks	$170,566,618.97
12 State Banks	358,064,498.67
22 Banks	$528,671,427.64
June 30, 1922	
10 National Banks	$180,936,240.95
12 State Banks	366,104,113.94
22 Banks	$547,030,354.89
Sept. 15, 1922	
9 National Banks	$185,312,678.32
12 State Banks	417,613,259.57
22 Banks	$602,926,937.89

* * *

Big Gain in Deposits

ESTIMATED deposits at the end of the year are between $650,000,000 and $675,000,000. Since 1914 twelve Los Angeles banks increased their deposits 314 per cent.

National banks lost one of their members through the merger of the First National of Hollywood with the First National of Los Angeles, there being now but nine national banks in the city. State banks lost three members through mergers, while three new State banking institutions were added to the list.

The changes in the State banks were:

The State Bank of San Pedro merged into the Hellman Commercial Trust and Savings Bank. The Highland Park Bank merged into the Security Trust and Savings Bank. The Hollywood State Bank merged into the Pacific Southwest Trust and Savings Bank. The new banks started were the Highland Avenue Savings Bank, the Western State Bank and the Central Commercial and Savings Bank.

* * *

Branch Banking

DURING the year there was a remarkable development of branch banking; a development which has spread throughout Southern California and which finds reflection in almost every strategically located community where, usually through purchase, strong local institutions have become affiliated with Los Angeles banks. In the city the California Bank operates twenty-seven branches; the Citizens Trust and Savings Bank, thirteen branches; Hellman Commercial Trust and Savings Bank, fifteen branches; Pacific Southwest Trust and Savings Bank, twenty-six branches; Security Trust and Savings Bank, nine branches; Bank of Italy, three branches. The Commercial National Bank is operating offices at three locations and the Merchants' National Bank at one location.

In the speculative market the same story of progressive development is told. On the Los Angeles Stock Exchange for the first eleven months of 1922 there was trading in bank, industrial, public utility, oil and mining stocks to a total value of $28,855,102.05, covering 33,475,606 shares. This compares with 10,714,060 shares, having a trading value of $27,083,729.91 for all of 1921. The total turnover for 1922 (estimated) will be around $32,000,000.

The volume of trading in bonds on the exchange will be somewhat less in 1922 than for the preceding year, but this is due to the fact that there was a 100 per cent increase in the number of investment bank-house firms doing business by the city and a smaller turnover in government bonds.

* * *

Increase in Investments

THERE was actually a vast increase in investments in this form of security and one of the most striking features of the year's advancement is in the increased ability of California, and especially of Southern California, to finance itself.

Not many years ago it was thought necessary to look to the East for any considerable volume of financing. Now we not only finance our own needs but absorb a large volume of offerings emanating in eastern financial centers or overseas.

A partial list of issues underwritten in the West and the eastern issues participated in by western houses during the year totay $554,511,000, which is many millions short of the actual flow of home funds into this form of investment.

One insurance company making its home in Los Angeles, the Pacific Mutual, established a world record in October by writing in excess of $5,000,000 worth of new business through the local agency.

The assessed valuation for 1922 for the city of Los Angeles was $704,599,078. Of the county, $1,175,262,858.

The Southern California Internal Revenue District leads the sixty-four districts of the United States in receipts during several months of the year and more income was reported by corporations and individuals than the combined incomes reported by the twelve other big Western States—Arizona, Colorado, Idaho, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oregon, Utah, Washington and Wyoming. In incomes reported from business, California, with $237,429,154, was closely grouped with Illinois for second place, with New York first. California was fourth in amount of all income tax subject to normal tax with $517,002,322.

In addition to the other forms of investment activity mentioned and untold millions which have gone into oil and mining, and scores of purely speculative enterprises, figures compiled by the State Banking Department show that banks and building and loan associations have been loaning on real estate in Los Angeles county since Jan. 1, 1922, at the annual rate of $73,865,000 and that private parties and concerns have been loaning at the annual rate of $163,744,000, a total rate of $237,609,000.

Federal Statistics Show Tremendous Gain

An Increase of 2000 Per Cent in Seven Years in Internal Revenue Collections

BY E. K. RIFE

THE story of the transactions at the Federal Building for the past year reveal the astounding growth of the commercial activities that mark the business career of Southern California. In all three bureaus, internal revenue, customs and postoffice, reports showing the almost unparalleled increase of operations are furnished by the officials in charge.

* * *

Internal Revenue

SOUTHERN CALIFORNIA'S remarkable business expansion is graphically reflected by the receipts for the fiscal year 1922 of the Sixth Internal Revenue District, composed of the counties of Los Angeles, Imperial, Kern, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Ventura and Santa Barbara.

Some of the outstanding features of Collector Goodcell's survey for 1922 are as follows:

In the year just closed the Los Angeles office collected $49,966,320.85, as against $2,503,446.97 in 1915, a gain of 2000 per cent in seven years.

The income tax collections in 1922 were $35,821,215.47, as compared with $1,011,525.97 in 1915, a gain of 3500 per cent in seven years.

The theater-admission collections in 1922 were $2,587,621.32, as against $582,506.52 in 1918, a gain of 400 per cent in four years. This increase was made in the face of removal of the tax on ten-cent admissions. One hundred ninety thousand, nine hundred thirty separate income-tax returns were filed in 1922, compared with 156,531 in 1921, a gain of 34,399. In 1921 one person in every eight in the district filed a return, and applying this ratio the increase in the number of returns calls for a growth in population of 275,192.

Federal tax was paid in 1922 on capital stock tax of an actual value of $1,450,018,000, amounting to $1,415,155, as against receipts of $1,106,000 in 1921.

Theater-admission tax receipts indicate that the paid admissions to Southern California theaters during 1922 will show a total attendance of approximately 108,000,000, which is almost the population of the United States.

In 1921 and 1922 the Los Angeles district's collections for manufacturers' excise tax exceeded those of the San Francisco district. In 1921 Los Angeles, $1,602,476; San Francisco, $1,067,798; in 1922 Los Angeles, $1,289,096; San Francisco, $954,594. No film figures in these totals.

Facing a tax loss of almost $9,000,000 for 1922, due to reductions in tax rates by the new revenue bill, the income-tax receipts of the local tax office are approximately the same as for the corresponding period of 1921. A comparison of the percentage of shrinkage in collections for 1922 as against 1921 for the Western States stamps Los Angeles as the undisputed leader, with a reduction of but 12 per cent. The cut in San Francisco was 35; Portland, 33; Seattle, 35; Utah, 51; Arizona, 49; Texas, 31.6; Colorado, 42; Idaho, 54; Montana, 37; Nebraska, 38; Nevada, 31; New Mexico, 33; Wyoming, 36; Minnesota, 40; South Dakota, 49; Iowa, 37 per cent.

Comparing the Los Angeles district with the showing made by the big Eastern States tells the story. The reduction in the Los Angeles district was 12 per cent; New York, 23; Ohio, 30; Pennsylvania, 28; Illinois, 31; Massachusetts, 35; Michigan, 25. In per-capita tax and percentage of collections for 1922, Los Angeles leads the entire country.

* * *

The Postoffice

WHEN the books were posted in the financial division of the Los Angeles Postoffice, it was found that the office had not only leaped into the $5,000,000 class, but was within reaching distance of $6,000,000 receipts for the year 1922.

To reach the $5,000,000 mark was the ambition of Postmaster O'Brien and his merry men, for it meant an increase in the compensation of a number of the local employees and demonstrated the wonderful growth of the city from the postoffice point of view.

The total receipts for 1922 are estimated at $5,788,261.18, an increase of $858,912.60—almost a million dollars—over the figures of 1921, when they were but $4,919,348.58. The increase in percentages was 17.46.

The receipts by months were as follows:

January	$439,499.19
February	394,740.47
March	456,371.46
April	439,472.83
May	489,146.30
June	456,779.61
July	441,579.56
August	479,844.94
September	444,746.63
October	540,127.77
November	502,452.73
*December	748,297.70
Total	$5,788,261.18

*Estimated

Beginning today (January 1,) the work of redeeming the war-savings stamps issued in 1918 will begin. The total sales of that issue amounted to $5,597,577.66, and of this amount $4,565,948.71 have been redeemed, leaving about $1,000,000 to be paid over the counter at the local postoffice, beginning today. The sales in 1919 were $1,774,281.55; 1920, $1,212,016.77; 1921, $962,717.56; 1922, $417,620.74.

It is a long, long trail from 1884, when the postoffice was located at what is now F. W. Ball's Barber Shop, on North Spring, when the total receipts for the year were but $60,000, up to the present time when the figures are in the immediate vicinity of the $6,000,000 mark. Then came the boom days of 1885, when the office was on North Main street, opposite Arcadia street, and in those flush times the receipts climbed to $85,000 a year. That was considered phenomenal. From 1888 until 1892 the location was between Sixth and Seventh streets, on Broadway, and the receipts were $129,065. The office was moved to the Federal Building at Main and Winston streets about June, 1892, remaining there until 1900. The receipts were $259,468.

* * *

The Customs Department

IN NO branch of the local Federal establishment has there been a more substantial progress shown than in the office of the Collector of Customs.

There has been a great appreciation in the value of exports and imports and a consequent climbing of collections, year by year, the past five years; but figures compiled by Collector Schwaebe show that the local port of entry is taking its place among the others on the Pacific Coast.

The United States Treasury Department, appreciating the growing importance of Los Angeles as a port of entry, has ordered an increase in the number of employees in the office of Collector Schwaebe here and in San Pedro, and there are now fifty-eight on the list, an increase of eighteen. This has been made absolutely necessary by the growth of the foreign trade handled here in exports and imports, and places Los Angeles on an equality with the other ports of the Pacific Coast, when the amount of trade handled is considered.

A comparative statement shows the growth of business in the office of Collector Schwaebe during the year just closed, as compared with 1921.

During 1921 the collections were $1,296,718.20; the imports amounted to $11,852,073; and the exports to $17,953,169.

The collections, imports and exports, by months, during the year 1922, were as follows:

	Collections	Imports	Exports
January	$ 94,980.45	$1,342,191	$1,868,221
February	106,943.28	1,255,545	1,623,804
March	347,164.29	1,536,122	1,597,837
April	148,542.79	1,124,853	1,446,068
May	165,965.65	1,440,198	2,093,664
June	145,182.66	1,235,742	1,472,423
July	152,550.24	1,392,908	2,312,949
August	188,697.83	1,194,356	2,244,716
September	211,718.15	1,694,043	1,692,851
October	265,447.84	1,529,432	1,217,989
November	258,908.83	1,944,687	1,530,376
*December	270,130.96	1,614,252	1,821,047
Total	$2,126,181.83	$16,695,703	$19,692,993

*Estimated

These comparitive figures show an increase of almost 100 per cent in the amount of collections during 1922, as compared with 1921, an increase of $5,000,000 in round numbers in the imports in that time, and an increase of more than $2,000,000 in the value of exports.

Another feature that marks the port's prominence is the increasing number of foreign lands to which exports are credited. Up to within a year or so ago, the exports were limited to a few countries, Mexico getting the large bulk of the trade in that line. Now a score of countries are reached by the shipments of our up-to-date merchants, and there is a constant expansion in that direction that promises to grow with the lapse of time.





South Walk of the Old College Campus

FOR the development and continued growth of the University of Southern California, a campaign for ten million dollars has been inaugurated by the Committee of Ten Thousand, under the direction of Dr. R. B. Von KleinSmid, president of the University.

More than seven thousand students are now enrolled in the institution, and to continue the increase in enrollment, additional endowment and building funds are necessary.

In keeping with the growth of the institution is the reorganization of the different colleges to give a more centralized administration. A division of University Extension has also been organized with H. J. Baxter as director. Eighty classes have been opened in this connection with an enrollment of over a thousand students. Classes are being conducted in Long Beach, Pasadena, Santa Monica, Venice and Ocean Park, as well as several convenient downtown locations in Los Angeles.

The College of Music has one of the best faculties in the country, with such eminent artists as Charles Wakefield Cadman and Olga Steeb giving courses. The Colleges of Law, Music, Dentistry and Religious Education have additional increased enrollment, as well as the College of Liberal Arts.

For the erection of the first unit of a Class A Medical College, the University expects to spend $3,500,000. Immediately following the war the U. S. C. Medical School was closed, because it appeared to be impossible to continue the work on the only basis to which the University would give its consent to work. It is believed that U. S. C. will begin with a teaching hospital, about which courses in Medicine, Dentistry and Nursing would be grouped. Such a plan has met with the enthusiastic approval of the medical profession.

Upon the receipt, a short time ago, of $40,000 from an unknown donor, to the department of philosophy, it was decided to duplicate the Harvard library of Philosophy.

Increased registration of the College of Commerce and Business Administration from 581 in 1920-21 to 928 in 1922 is a fair indication of the rapid strides forward being taken by the university which now ranks as one of the big universities of the country.

Coinciding with the reorganization policy of the College of Liberal Arts and the professional colleges, the College of Commerce has adopted a new policy. Lecturers and instructors for this college are chosen from the ranks of highly successful business men. These classes are co-operating with several downtown firms and are doing valuable research work in connection with banking and foreign trade. The students in the foreign trade group have compiled complete statistics in regard to the trade in and out of Los Angeles Harbor. The work covered more than six months of intensive study.



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Los Angeles California

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WM. CLARE JR. - FOUNDER

FOURTH SEASON 1922-1923

14 { Friday Afternoon Symphony Concerts / Saturday Evening Symphony Concerts } 14

12—Sunday Afternoon Popular Concerts—12

Concerts given in Southern California

Six Evening and Four Afternoon Concerts in San Diego—Spreckels Theater, Auspices Philharmonic Orchestra Assn. of San Diego.

Four Concerts given in Pasadena High School Auditorium, Auspices The Music and Art Association.

Three Concerts given in Santa Barbara, Potter Theater, Auspices Santa Barbara Civic Music Association.

One concert given in Riverside, Redlands, Claremont, Ontario, Santa Ana and Long Beach. Eight Public School Concerts in Los Angeles at Philharmonic Auditorium.

Cement Mills Fourth Largest Consumers of Fuel

Last year, 7,400,000 tons of coal, 2,340,000 barrels of fuel oil, and 3,000,000,000 cubic feet of gas were burned in the manufacture of cement in the United States.

Each 376-pound barrel of cement represents an average fuel consumption of fourteen gallons of oil. Fuel is one of the large necessary cost elements entering into the manufacture of cement. About 33 1-3 per cent of the cost of manufacturing goes for fuel. Everyone knows that fuel costs more than before the war. In 1921, the fuel bill of the cement industry totalled approximately $45,000,000.

The largest cement mill in the West is that of the Riverside Portland Cement Company, located at Crestmore, about fifty-seven miles by road from Los Angeles. This mill turns out 7000 barrels of cement daily. In manufacturing this quantity there is consumed 98,000 gallons of fuel oil.

A barrel of cement weighs 376 pounds, so that the shipment of 7000 barrels daily involves the movement of 2,632,000 pounds. If this is transported by rail it requires forty-four box cars loaded with the minimum weight allowable. The money paid to railroads for carrying this cement to such parts of California and Arizona market as can be reached competitively, will average $6000.00 per day.

Over 14,000,000 pounds of dynamite were shot off in the cement quarries of this country last year, without a single severe injury to any of the workmen. The Riverside Portland Cement Company has on several occasions used more than sixty tons of dynamite for a single blast in its quarry.

Few people realize the importance of cement plants to a community; the size of the payrolls, the consumption of fuel, and the amount of money paid out daily to the railroads. The Riverside Portland Cement Company does little or no advertising, but it has established the reputation of making the best cement and giving the best service. These are the factors which explain, more than anything else, the tremendous expansion of its business in the last few years.

Capri of the Pacific

Laguna Beach, the Capri of the Pacific, is a collection of famous names. Never does the auto bus leave Santa Ana and turn at Irvine toward the coast without bearing somewhere in its inside a man or woman to whom or to whose work the world looks in wonder and rapture.

For Laguna Beach is primarily the art center of Southern California. This tiny town, which lies cuddling itself on the breast of great hills, has called artists from all over the world by its seclusion, by its high jagged and colorful cliffs, by its bays and coves and stretches of white and opalescent sands. Theodore Jackman, Remington's successor in the field of wild-west painting and master of many other fields as well, lives there, creates there, and rides his sleek cow-pony over the hills and along the shore. William Wendt, recently given the largest exhibit room in the Chicago Art Institute for a joint exhibition with his wife, Julia Bracken Wendt, the sculptor, has his studio there. Jean Mannheim, figure and landscape painter; Karl Yens, artist of poetry and action; F. W. Cuprien, who transfers the evening glow of iridescent seas to canvas; Edgar Payne, who paints portraits of the grim visages of the high Sierras; Anna Hills, R. Clarkson Colman, Joseph Kleitsch, Conway Griffith, Alexis Many, Edith Loop, all live in Laguna Beach. There are many others.

Through the Art Association, these residents are closely bound with art matters all over the world. Exhibits of their work are open throughout the year. They are about to build a beautiful new gallery. They publish a weekly Art Journal.

Writers, too, seek the quiet and congenial companionship to be found there. Gordon Ray Young vacations, on Laguna Cliffs. Earl Wayland Bowman, author of the "Ramblin' Kid," writes in his cob-web shack. And there Brayton Norton and Stephen Chalmers live and write in their cottages perched above the breakers.

On June 25, 1922, 649 cars of cantaloupes that would have made a solid train five and a half miles long, were shipped from the Imperial Valley.

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When the Chaparral's in Bloom

By Francis M. Fultz

IN ANY other part of our country than California, it is rather out of season at New Year's to talk about wild flowers and their blooming time; not so here, however. Some of them are already in bloom, while many others are well along on their way toward their annual floral display. And almost all the plants of the valleys and lower foothills have waked up and are rubbing their eyes, as it were, preparatory to rising for the season's work.

Along in November, when in the North and East Jack Frost is getting a good grip on the ground, and Dame Nature has snugly tucked away her children in their winter beds for a five or six-months' sleep, out here the rains are nudging the plants to be up and doing! The seeds which have been hid away in the hard-baked soil since midsummer respond to the quickening touch of moisture and start their growth. The shrubs and perennial herbs put forth new shoots and leaves.

That is, the resting time of Nature in California is from June to October and the growing time from November to May. Water is Nature's life blood. Our rains are due to commence late in October or early in November, and to quit late in March or early in April. This makes summer and fall the resting time, and winter and spring the period of seed-time and harvest.

Nearly all the shrubs of the chaparral are evergreen, yet they respond at the growing season with an addition of new leaves to their old stock of foliage. Almost all of them are profuse bloomers. If the rains come along in due season, a number of species have their full floral display on hand for the Christmas holidays. And even if the rains are tardy, there are still some sorts which do not fail us, although their crop of bloom may not be quite so profuse as it would have been with more moisture.

Among the most faithful of the shrubs to put on their flower dress for the holiday season are the wild currants, of which there are several species on our foothills. One of them is deciduous—one of the very few shrubs of that character—shedding its leaves late in summer or early in the fall. Its flowers come somewhat in advance of the new crop of leaves. They are a light pink, and are often so numerous as to make the shrub appear as a mass of bloom, standing out in marked contrast with the darker foliage of the surrounding chaparral. Another of the currants has bright evergreen leaves which are highly odorous, on which account the shrub is often called "incense bush." It has large, attractive flowers of a bright-rose color, which we may always safely count on finding in bloom by the holidays.

• • •

Holiday Bloomers

SOME of the "wild lilacs" are holiday bloomers. But there are so many species of them—something like a dozen—with various blooming times from January to June, that "when the lilacs are in bloom" isn't a very definite time. Some species have white flowers and some have blue—with favors about even between the two colors. Two or three of the species, to be impartial in the matter, vary the tint of their flowers from blue to white—or what appears to be white to the casual observer, but which upon close inspection discloses a hint of something darker. On the foothills of the coastwise mountains we may ordinarily look for the finest display of the wild lilacs about March, although some of the most splendid exhibitions I have seen have been in February. On the slopes of the Santa Ynez Range, back of Santa Barbara, the blooming time is usually as early as February. And what a spread of bloom I have seen there! The whole side of the mountain tinted a filmy blue!

There is a white-blooming one that is the earliest of all. It is not apt to form extensive thickets—scatters itself about in a very independent, and, as we might say, careless sort of way. Quite frequently we find a single shrub of it all by itself. But I must say that, as a single shrub, it certainly draws more attention to itself than if it were but one of many thousands in an extensive copse. So thoroughly and completely have these wild lilacs, standing out by themselves, claimed my attention, that I could now give the exact location of perhaps a dozen of them, scattered as they are through various sections of our foothills and mountains.

Above the foothills in the Sierra Madre mountains a species of wild lilac is especially plentiful which blooms in May. Its flowers are a dark blue, and a mountain slope covered with it looks like a patch out of the sky. Then, in June and July, high up on the mountains, at 6000, 7000 and 8000 feet, comes the buckthorn—which is but another wild lilac under a different name—with snow-white flowers. And this is the color of bloom which we would say a shrub should have that lies for five or six months of the year closely pressed to the earth under a heavy weight of snow! So thoroughly crushed is it that it is never able to lift itself upright when the load is taken off along about May! What a mass of bloom it does have! Banks of it, that for whiteness rival those of the snow which formed the winter blanket of the mountain!

• • •

Decorator of the Hills

THE Chamise, or Greasewood, is another decorator of the hills. June is its month and white the color of the bloom. It is clannish and likes to usurp for itself whole sections of the mountainside. So when June comes around and we see a slope white as with a light fall of snow, we know the chamise is in bloom. When we see a shrub of the chamise in bloom, we are apt to notice only the sprays of flowers, not noting at all the separate little flowerets. Yet each little floweret is a perfect rose—the chamise being a member of the rose family—and lives up to the reputation of its tribe for beauty.

The Toyon is also a June bloomer. And, also—although few persons other than botanists suspect the fact—it is a cousin to the rose, and therefore to the chamise. It often passes shrub-stature and approaches that of a tree. And it is not generally so clannish as the chamise, although occasionally it takes almost sole possession of some foothill slope or ridge, as on the north side of Mt. Washington, in the northeast quarter of Los Angeles. Although a generous bloomer, it attracts little attention, as its flowers are not of that pure white that characterizes those of the chamise. But the shrub makes up in the late fall and early winter for all the neglect it suffers throughout the rest of the year. For it is then the one bright thing among the chaparral. It then becomes the "California Holly," and its scarlet "Christmas berries" make it the eager booty of foothill-marauders who are out after holiday decorations. Its attractiveness for this purpose has nearly been its undoing and it has only been saved from complete annihilation by the ban which the Forest Service has recently put upon the collection of the berries.

Notwithstanding the prohibition placed upon the collecting of toyon in the national forests, there is still no dearth of the berries on the holiday flower-stands in Los Angeles and other California cities—and many persons wonder if they honestly came there, and how. The toyon thus offered for sale comes mostly from the islands off the coast, which are privately owned, and where the shrub grows even more luxuriously than on the mainland. A small portion may also be from privately owned mainland property.

• • •

Sumacs Are Evergreen

WHEN I first came to California I missed the sumacs, with their brilliant fall foliage and closely set bunches of dark red berries, that stood up stark and naked in the winter storms. And I thought there were no sumacs here—as do most easterners when they are new to the land, if they are of the sort who take notice of out-of-door things. But there are sumacs here, plenty of them. They are evergreen, however, and they don't take on the bright scarlet colors as do their eastern cousins. One of them is known as "Wild Mahogany" and another as "Lemonade Berry." The former gets its name because of its dark heartwood; and the latter because of its acidly endowed berries, from which a cooling drink is sometimes made. These two sumacs are attractive at any time of the year, because of their beautiful foliage, but are especially so about February and March, when their pink-and-white flowers are in bloom. These two are lovers of the ocean breezes, flourishing best near the seashore, and not ranging far into the interior.

But these coast sumacs have a cousin which has something of their look, only it is of taller stature and more pliable foliage. It is partial to the interior, flourishing more luxuriantly there than along the sea. It is a late bloomer, not flowering until June. It is not so attractive in bloom as are its cousins. Although its flowers are numerous, they are of a rather nonpositive, greenish-white tint. But the shrub itself must be accounted as a great addition to the beauty of the hills—especially during summer and fall, when it stands out a mass of living-green foliage among the surrounding and rapidly browning chaparral.

No shrubs of the chaparral are more distinctive as a class, nor have any of them more individuality among themselves than the manzanitas. There are several species, but they all have certain strong characteristics in common which make them look so much alike that they are never differentiated by the common run of people—to whom they are all just "manzanitas." They are the most irregularly shaped of all shrubs I know of. Their trunks are curved and angled and bent and twisted and gnarled past all description. And yet no shrub of the chaparral is more attractive; for which, in a large measure, at least, the smooth, velvety-surfaced bark—sometimes green, sometimes red, sometimes a rich brown—is responsible. Often when I pass one on the trail, I can't resist stopping to run a loving hand over the enticing surface!

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Manzanita Flowers

THE flowers of the manzanita are distinctive, like the shrub itself. Each one is a delicate oval vase, and there are hundreds of them massed together in a cluster. Those of the foothill species, and of the lower mountain slopes, are waxen-white, or at most with only a hint of color; but those of the upper parts of the mountains are a clear, soft pink.

The oval, stiff leaves of the manzanita are of a light-green or gray-green shade, and are evergreen. They are set vertically on the twigs—a moisture-conserving feature that stands the shrub in good stead during the long dry season. They, too, are distinctive, although not endowed with so rich a portion of beauty as the rest of the shrub. They fit in perfectly, however, in making a harmonious whole. All in all, we must accord the manzanita a highly honorable place among the attractions of the hills.

The yerba santa—the "saintly herb" of the Spanish, and so-named because of its high medicinal quality—with its soft-gray foliage is by no means a negligible factor in the makeup of the mantle with which Nature covers the mountain slopes. And when, in April or May, it comes into bloom and decorates this mantle with lavender trimmings, we owe it a vote of thanks for choosing so pleasing and harmonious a shade. It is clannish; and it seems to be selfish to the extent of usurping whole ridges for itself. But the real fact of the case is, the ridges which it so completely owns will always be found to be rocky and otherwise so inhospitable that no other shrubs willingly locate themselves there. So the seeming selfishness of the yerba santa is really a trait of great merit.

The yerba santa has several sisters, possessing in less measure, as well as in varying degree, its medicinal quality. In general, their ranges are either at higher altitudes, or further inland. One of them has chosen for its favorite home the mountain slopes which face the deserts, particularly in the region of Antelope Valley. Its flowers are white, and are so profuse that they blanch the mountain slope as completely as a copse of chamise. They are fragrant, like those of all yerba santas, and the breezes passing over them are redolent with a searching odor—not pleasing to everyone, but to me always a grateful breath of the hills. The shrub grows only waist-high, which makes it especially pleasing from the trails that traverse the slopes it covers. You can look out over it as you pass, and take in all its beauty.

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Spanish Bayonet

THE most striking feature in all of the floral decorations with which Nature has covered our mountains is the yucca, or "Spanish bayonet" as it is quite generally known. To visitors coming in May and June, it is a never-failing source of wonder and delight—for it is then in bloom, and by its splendor claims attention almost to the exclusion of everything else. Newcomers at first simply can't take their eyes from it to see any other of the numerous floral attractions which are abroad at that time. Of course they gradually get used to it, and like the rest of us are aware of its presence and unconsciously appreciate its beauty, while giving attention to other things. But they never get over their first ardent admiration for it, nor surrender to anything else the chaplet for uniqueness and beauty with which they crowned it at first sight.

The yucca is a marvel in every way you look at it. It springs from a seed which would never mature at all but for a single species of moth whose particular business it is to see that the yucca flowers are fertilized—and there is no chapter in all natural history more wonderful, interesting and fascinating than this, but there is no space here for telling it. Then it lives and grows for a number of years—probably five, six, or seven—laying up substance and getting ready for the great event of flowering and seed-bearing. And while it is growing it takes no chances about its personal safety and prosperity, but protects itself with an armor of bayonets, which, in the form of a hemisphere, rise from the ground in "serried ranks," leaving no point unprotected. Then when the growing time is past and the great event is at hand, there rises the giant flower-stalk from the center of that bristling hemisphere of bayonets. And this is the time of all times against which the armament has been prepared; for the flower-stalk as it comes up is one of the most toothsome things for browsing and grazing animals ever developed by Nature. Were it not for the most effective armor of dagger-pointed leaves, there would be no yucca flowers, and hence no yucca seed—and therefore no yuccas. But, defended as it is, the stalk rises ten, twelve, yes even fifteen feet in the air, and throws out a giant plume of milk-white bloom—ten thousand of the lily-shaped flowers, perhaps, if you were only to count them!

And to think that man is the only enemy against which the yucca is not able to protect itself! That he hasn't the grace to let it alone of his own volition, but must be restrained by law!

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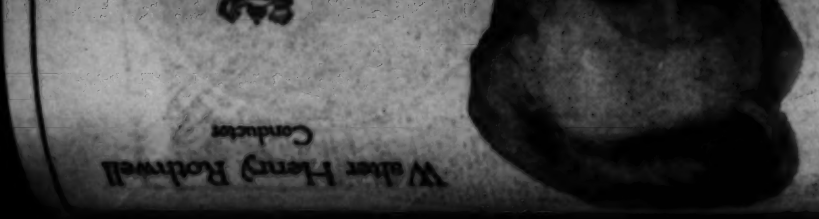
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What Do You Know About Hollywood?

YOU DO NOT KNOW Hollywood, the real Hollywood, you who believe every breath of scandal that trickles across the continent! Nor do you who visit the town of film mills for a few days in search of high-lights on the film folk. Nor do you who read the newspaper stories of the antics of the picture people. Nor do you who see the movies and think you know the actors and actresses from what you see of them on the screen.

Close-Up of Movie Center Reveals Marvelous Community of Human Ambition, Endeavor and Attainment

BY MYRTLE GEBHART

Girls sit by, throwing joyous brick bats to each other from cantilined lips, their bobbed hair flying in the breeze—nobody hats in Hollywood when they can help it. The most exciting event you are likely

Los Angeles Is City of Fine Churches

More Than Three Hundred and Fifty Houses of Worship and Many Institutional Activities

BY JAMES M. WARNACK

LOS ANGELES is a God-loving city—or a God-fearing city, if you will, since both terms mean the same thing. An adequate history of religious Los Angeles would require the genius of a Charles Dickens and a Victor Hugo, in collaboration, for the details of the ethical advancement of the "City of Angels" is intensely fascinating, from the days when naked savages danced in adoration before their grotesque mud gods to the coming of the white light of Christianity, and from the advent of the padres to the present time.

Let us repeat, Los Angeles is a God-loving city. It may be that the charm of the climate and scenery have something to do with this fact, since Deity seems to have been most bounteous in the bestowal of natural blessings here, prompting the natural gratitude of the recipients of His bounty. However, the fact remains that, whatever the cause or causes, the citizens of Los Angeles, as a whole, manifest an interest in the spiritual life that is not exceeded in enthusiasm in any city of the country.

• • •

All Religions Represented

IN LOS ANGELES are to be found representatives, societies and churches of practically every religion and cult extant, as well as some of the ancient ones. Buddhists, Vedantists, Zoroastrians, Confucians, Shintoists, Spiritualists, Swedenborgians, Jews, Mohammedans, Christians of all sects. We have every brand of teacher and missionary from the flaming-tongued Gospel evangel of the street corner to the disciples of silence who believe the Scriptural pronouncement that "their strength shall be in sitting still."

We have a Church of all Nations and a Church of the People—and yet, in a sense, every church is a church of the people, for the pastors here often invite persons from business and industrial fields to share the sermon hour with them and to tell the congregations what religion means to them in their daily walk and work. The Bible classes and men's brotherhoods, especially, have become organizations of great helpfulness in practical ways, including the finding of employment for those out of work.

Los Angeles has more than 350 churches, 247 of them being Protestant evangelical institutions. In other words, we have one church to about every 2000 inhabitants. We have one of the best-organized, most efficient church federations in the country, with headquarters in the Van Nuys Building, and of which Dr. Hugh K. Walker is president.

We have a Young Women's Christian Association with more than 5000 members and a Young Men's Christian Association with nearly 7000 members. Last year the Y. W. C. A. completed the "Health Unit" to the new association building, in which is installed the most up-to-date plunge in any Y. W. C. A. building in the West. The Y. M. C. A. is planning to erect a new building in Hollywood.

Interest in Sunday-school work in Los Angeles and the entire Southland is intense. In keeping with the spirit of the newly organized International Sunday-school Council of Religious Education, the Southern California Council is now functioning with the highest efficiency. At the head of the organization, which has headquarters in the Columbia Building, is Hugh C. Gibson, who estimates the total Sunday-school membership of the ten counties of the Southland at 224,490.

"The organization now has four principal objects in view," said Mr. Gibson. "These are the promotion of community schools of religious education, the promotion of vacation Bible schools, the promotion of week-day religious instruction and of five-day schools of community training and institutes. We also intend to promote an annual convention for Southern California and one for each county in the district. We especially hope to bring about legislation that will give to each school child at least two hours out of every week for spiritual instruction in places established for the purpose. The plan is generally favored by all denominations and people of all religions."

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Investing in Souls

"MONEY may always be beautiful—it is we who make it grimy," says J. M. Barrie. The money invested in the erection of churches may properly be said to be invested in souls, in their enlightenment and development. Los Angeles spends hundreds of thousands of dollars annually in building churches, but it is not of this fact that we are most proud, but rather of the fact that such construction signifies the building of character and good citizenship. Los Angeles also might boast one of the oldest churches in America, but it is not of her ancient glory that Los Angeles boasts, but rather of her present progress along religious as well as other lines of human endeavor.

Since the building of the old Plaza Church in 1811, and which was attended by a handful of Spanish people and Indian converts, the Catholic population of Los Angeles has grown to approximately 100,000. Catholic headquarters are in the Higgins Building. Within the city limits there are thirty-four Catholic churches with resident pastors and four churches drawing attendance from other churches. There are also fifteen chapels in which mass is said regularly.

The Catholic churches most largely attended are St. Vibiana's Cathedral, St. Vincent's, St. Joseph's, St. Agnes and the Cathedral Chapel, in each of which five or more masses are celebrated every Sunday morning. The total membership of the Knights of Columbus approximates 3000. There are two downtown councils, another in Hollywood, one in San Fernando Valley and one in Inglewood. The Junipero Serra Council and the Hollywood and San Fernando Valley Councils were all established within the last year. The splendid annual reports of the Diocesan Bureau of Charities are a matter of pride not only to Catholics but to the citizenship of Los Angeles, generally.

Last year thousands of dollars were spent on new buildings and improvements. St. Vibiana's, now seating 1200, is being remodeled to accommodate 500 more worshipers. The Church of the Divine Savior recently dedicated its new church and school. The Church of the Blessed Sacrament will soon start the construction of a new building. The Catholic parish at San Pedro is erecting a $60,000 parish school building. A new school is now in course of construction in the Sacred Heart Parish. St. Michael's has enlarged its parish and St. Ignatius, St. Paul's and the Immaculate Heart parishes have all completed new school buildings within the last year. St. Cecelia's Church has been enlarged and plans are under way for the building of a new church in St. Brenden's Parish.

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Methodists Gaining

WHEN the new First Methodist Church is finished next June, Los Angeles will be the home of the costliest Methodist Church and the highest-salaried Methodist preacher in the United States. The church will have cost $1,250,000 and the salary of the pastor, Dr. E. E. Helms, will be $9000 a year. This church has a membership of 3000 and a Sunday-school enrollment of 3600.

According to information from Methodist headquarters, 904 Wright and Callender Building, the total membership of the fifty-six churches in the city of Los Angeles is 19,000. More than 21,000 pupils are enrolled in the Sunday-schools. During the last year the Methodists have built and dedicated five new churches within the city and ten more are in course of construction. In the last five years there has been an increase of $35,000 in pastors' salaries.

Among the enterprises of Methodism within Los Angeles, the following will serve as fair samples: The City Missionary Society, which helps support ten small churches; the University of Southern California, with an enrollment of 7000 students; the Spanish-American Institute for Spanish Boys, at Gardena; the Frances DePauw School in Hollywood, which duplicates for girls the work of the Gardena School for Boys; the Home for Japanese and Korean Children; the Latin-American Mission, near the Plaza, the Goodwill Industries which employs, continuously, more than 100, persons; the Methodist Hospital, accommodating 125 patients; the Church of All Nations, supporting a clinic, and especially devoted to Americanization work—and, last, but not least, the Pacific Palisades, a corporation near Santa Monica which is establishing one of the greatest educational and religious communities in Christendom.

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Baptists Show Strength

THE total Baptist membership of Los Angeles is estimated at 17,279. There are twenty-nine Baptist churches in the city limits, twelve of them having been built by the negroes who have a membership of 5279. Within the past year the negroes of Los Angeles have assisted in building two new churches, one of which, costing $25,000, has been fully paid for. This year the members of the Second Baptist Church (colored) will erect a new home of worship costing $75,000.

The largest Baptist Church in Los Angeles is the Temple Baptist, of which Dr. J. Whitcomb Brougher is pastor. The Sunday-school enrollment alone is more than 2500. During the last year the Baptists of Los Angeles have expended approximately $60,000 in new buildings and improvements. The denomination supports nine missions among the Mexicans, Japanese, Italians, Russians and other nationalities.

The Baptist headquarters are at 508 Columbia Building and in that building, also, is the American Baptist Publication Society, the biggest religious education book store in the West. This institution is not only the source of the distribution of Baptist literature but also of Methodist and Presbyterian periodicals.

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Episcopal Activities

UNDER the leadership of Bishop Joseph H. Johnson and the coadjutor bishop, Dr. William Bertrand Stevens, Episcopalianism continues to thrive and advance in Los Angeles and the Southland. The Los Angeles churches, alone, have a communicant membership of 5860. St. John's Episcopal Church, of which Dr. George Davidson is rector, has a membership of 1602.

The new St. Paul's Pro-Cathedral, of which Dr. William MacCormack is rector, is now being erected and will have cost, when completed, $325,000. A new home of worship is also being constructed for the congregation of St. John's Church at a cost of $250,000. Other churches, now in course of construction and the approximate cost of each, are: St. James, $200,000; St. Stephens, $175,000; Church of the Redeemer, $50,000.

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Christian Science

THERE are fourteen Christian Science churches in the city of Los Angeles—all of them being branches of the Mother Church, First Church of Christ, Scientist, of Boston, Mass. Sunday morning services are conducted in each of these churches, the service being repeated at 3 p.m. in Second Church and also at many of the churches in the evening. Fourth Church now conducts services in the Highland Park Ebell Clubhouse, but will soon commence the construction of a new church on property which has already been purchased. Eleventh Church is now building a new church edifice in Boyle Heights. Frequent lectures by members of the Board of Lectureship of the Mother Church are given at the various churches and, from time to time, noonday lectures, for the convenience of business men and women, are given in the downtown district. The Christian Science Committee on Publication is at 354 South Spring street.

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Jewish Synagogues

THE Jews of Los Angeles have seventeen congregations here, with an approximate membership of 4000 families. Two new synagogues are now in course of construction and a movement is on foot to establish a free synagogue. Dr. E. J. Philo is now in the East making preparations for the organization of the latter-mentioned institution. The charitable work of the Jewish people is well exemplified in Los Angeles, one of their principle institutions being the Jewish Orphans' Home, which, within the next year, will move into a new building costing in the neighborhood of $200,000.

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Presbyterians Active

WITH thirty-one prosperous and active churches and a total membership of 12,829 in Los Angeles, Presbyterianism presents one of the strongest and most rapidly advancing denominations in the city. The largest church is the Immanuel Presbyterian Church, of which Dr. Herbert Booth Smith is pastor, and which has a membership of 3043. This church has recently established a thriving mission in Belvedere Gardens, a fast-growing section of this city.

Within the last year the Presbyterians have erected six splendid new churches at a total approximate cost of $270,500. A Japanese Church, to cost about $60,000, is now in course of construction at 120 North San Pedro street. This church is being built by the Japanese Congregationalists and Presbyterians with the moral and financial assistance of the churches of both denominations. Presbyterian headquarters are in the Columbia Building.

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Congregationalists

RANKING high among the forces of righteousness in Los Angeles are the Congregationalists, with twenty-eight well-established churches and a total membership of 5800. In addition, the denomination supports a Chinese Mission, which is a branch of the First Congregational Church, the largest in Los Angeles. The pastor of this church is Dr. Carl S. Patton, one of the most eloquent preachers of Los Angeles, and the membership totals nearly 2000. Several of the Congregational churches of the city are partly supported by the Southern California Congregational Conference, through grants to the pastors' salaries.

Work among the Chinese and Japanese is supported in part by the American Missionary Association. Within the last three years five new churches have been built at a total cost of about $15,000. Two of these churches—the Wilshire Parish Center and the Rossmore Avenue Church, were dedicated last year. Headquarters for the Congregationalist churches are in the Laughlin Building.

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Lutheran Churches

AS THE negro, according to tradition, is "just naturally" a Baptist, as the students of ancient religions turn to Bhavataky and the swamis of India, so the Germans, Norwegians and Swedes become, in a majority of cases, followers of Martin Luther.

There are twenty Lutheran churches in Los Angeles, the total membership being approximately 5000. Last year the Norwegians built a $20,000 parish and plan the erection, at an early date, of a church to cost in the neighborhood of $75,000. The three largest churches are the First English Lutheran Church, the pastor of which is Dr. W. S. Dysinger, the Swedish Church, which is planning the erection of a new home of worship, and the German and English Church at Eighteenth and Cherry streets.

Like all other local churches, founded on the Christian doctrines, the Lutherans are ever ready to aid the sixty-seven splendid charitable organizations of Los Angeles and one of their principal institutions is the Lutheran Hospital, which has been improved in size and equipment during the last year.

The Unitarians, who, during the last few years have been steadily gaining in membership in the Southland, as in other parts of the country, maintain a thriving church in Los Angeles and in the last few months a new church has been established at Pasadena; a Unitarian society has been organized at Hollywood.

The fame of beautiful Krotona as a center for Theosophists is nation-wide. It was there that "The Light of Asia" was first produced, the success of the play inspiring Mrs. C. W. Stevenson to produce "The Pilgrimage Play," a drama of the life of Christ, which for the last three years has been one of the chief attractions of Hollywood.

• • •

Disciples of Christ

"THE principles and doctrines of Jesus Christ, if studied and practiced, would solve all the problems of the human race." So declares Dr. Bruce Brown, pastor of the South Park Christian Church, who is one of the many strong ministers of the Christian churches of the Southland.

The Christian Church depends not on money, membership nor sensational methods for its strength but on the doctrines of the New Testament and upon faith in the crucified yet ever-living Christ. Education and the so-called "higher criticism" do not interfere with, but rather strengthen, the faith of the Disciples of Christ. In their opinion the "common virtues" are all too rare and the attainment of the qualities of truth and love is their ideal.

The membership of the Christian Churches of Southern California approximates 22,000. There are forty-eight churches in Los Angeles county, twenty-three of them in Los Angeles. A campaign is now on to raise $250,000 for a new home of worship for the members of the Wilshire Congregational Church, of which Rev. M. Howard Fagan is pastor. Headquarters of the Christian churches are in the Washington Building.

Two months ago a series of evangelistic services was started, simultaneously, in all the Christian churches of the Southland, resulting in the addition of hundreds of new members to the church and a revification of all the churches. The Disciple of Christ accepts the Bible as the inspired word of God, believes that the New Testament is the only sufficient rule of faith and practice and considers Jesus of Nazareth the only begotten Son of God and the only Savior of the world.

Island Grapes

Grape juice is to be made from the crop grown on Santa Cruz Island, according to reports. The purple clusters were unusually large this year, and the fruit was of the Zinfandel variety. Last year the crop was retailed in Santa Barbara county towns.

One Tree's Yield

S. C. Miller, a rancher of Hemet, harvested 742 pounds of apricots from a single six-year-old tree. He states that the long system of pruning, plus right irrigation and cultivation, did it.

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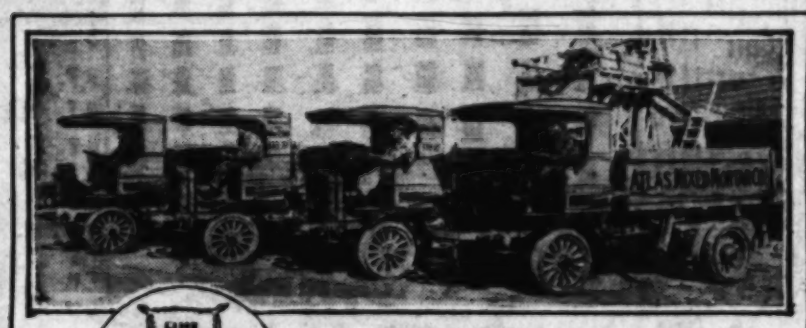
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BY JAMES R. WARNACK

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YOU DO NOT KNOW Hollywood, the real Hollywood, you who believe every breath of scandal that trickles across the continent! Nor do you who visit the town of film mills for a few short weeks.

I have lived in Hollywood over two years; I have been a part and parcel of its activities; and I am only beginning to know it, to be accepted as one of it. I am going to try to picture for you the town and its film folk as I know them. Facts I present, unvarnished by any attempt to sugar-coat those things which are true; but I do believe in justice and I don't think that Hollywood has had justice from the rest of the country this past year.

The population of Hollywood has grown within ten years from 7000 to 70,000. This year 2500 pupils are enrolled in our high school, which boasts six large buildings; many thousands of children attend the ten grammar schools, the Junior High School and the many private academies, with 4000 students at our University of California branch.

We have twenty-two churches which, strangely enough, are filled at every service, with many of the film actors acting as ushers. Our three libraries and eleven banks are patronized. Our Woman's Club boasts 1300 members, our Chamber of Commerce, 2400; the Masonic and Athletic clubs, 1000 each. Our sixty other civic and religious organizations work ceaselessly for the betterment and welfare of the community.

Cold facts, these, indisputable truth that Hollywood is made up of sane, sensible, decent, hard-working people who have homes, kitchens, babies and brains. Now, I'll try to take you with me, under the surface skin, into the heart of Hollywood.

All the world comes here, proving that Emerson was right when he said, "Let a man do a thing incomparably well and the world will make a path to his door." The world treads a beaten path to Hollywood. Tourists are the bane of our existence. Yet, they are commercially an asset to the community, so we meet them with courtesy, with good will, though discouraging their sorties on the busy studios where work must not be interfered with. Many come to ape and go away with fanciful tales of little happenings that, on busy tongues, are magnified a thousandfold. That is how the fires of denunciation start, spreading to conflagrations over the entire country.

• • •

Neither a Gomorrah nor Heaven

HOLLYWOOD is no Gomorrah; neither is it Heaven. It is terrestrially located and a part of Los Angeles. Life here is neither the continuous orgy of sin that the yellow-mouthed papers pictured it a few months ago; nor is it a haven of angelic purity, where the stars grow wings and play the harpsichord. It is an even-tempered, happy-mediumed community such as are scattered over the width and breadth of the land. Its sole difference lies in its isolation, in the fact that its people speak a unanimous language; it is a one-industry community and all personality is submerged in continuous work. When they throw stones, we don't throw back—though we could. We smile up our sleeves and go on with our work. We know that the stones can't touch us.

Life here follows its monotonous round of work, sleep, sleep, work. Pleasure is a thing that we have in small quantities, unless we make our own. Ennui flourishes.

Speaking from the standpoint of gayety, this town is so slow that Monday morning doesn't come until Thursday night—and by that time we've realized the futility of waiting for it to catch up. So we drift. And we work. And go to church on Sunday. And eat steak at Frank's and peach custard at the Come-on-Inn, and talk about our neighbors, and go to Armstrong's Cafe to chatter.

Some persons go to Armstrong's to eat. They are the tourists. The wise ones tell them that the stars all have luncheon there. They seldom do. Most of the near-stars—those who aren't quite sure of their pinnacles—go there and to the other cafes, —but not to dine. They go to see and to be seen. They don't dare show they're hungry—too many poison-fanged tongues about. Contrarily enough, in Hollywood, you mustn't show you're really hungry unless you're pretty well established in the lap of success. Unkind cats will say you looked starved—the worst opprobrium our delicate dirt-dishers can hand an ambitious girl. You may look anything else you want to in Hollywood and you'll be interesting; but you don't dare look hungry.

Kant said the four necessities to a happy life were to "eat, work, associate with your kind and rest." We do these things to their utmost possibilities; perhaps that is why we are selfishly, superlatively happy.

Here people are more firmly grooved than anywhere else on earth, than even, I believe, are those prim, old-maidish New England spinster villages or the squat, matronly middle-west townships. Hollywood is made up of young people who burn with the flame of ambition and see that ambition is realized, not lying dormant in fruitless dreams as are the ambitions of so many eager little cities, but bustling with fruition. She is a young mother of talent, seeing her children on every side step into the spotlight of fame and fortune. Is it any wonder that she smiles continuously? That her hardships and struggles, her few vertigos of pain, are shielded beneath a frothy exterior? We have our skeletons here, as do all communities; but we keep them locked up in the family closets.

We work here—that is all we do—but there is to the casual observer little evidence of it. You seldom see stars in make-up, cavorting down the boulevard.

The climate is devitalizing, somnolent; but beneath its sleepy surface a line runs, fine and taut—the line of work. When I first came here, I didn't see how they ever got any work done, with the tenuous sleep-provoking fangs of the sun curling around one's heart, lulling one's brain to inactivity. But I found, when I had become acclimated, that beneath this somnolent exterior, this lack of hurry—the people here never move swiftly, as do the surging crowds in New York and Chicago, but always seem to take their own sweet time—there runs a never-ending, constantly sure current of work.

Hollywood is spontaneous, feminine, a real daughter of Eve in her seductive lure. But she has, beneath her gracile surface charm, a practical strain that you have to become a part of to understand. Casual visitors go away with a misconception of Hollywood because she, bored by so many fat ladies from Iowa, retires within her shell when she sees them wobbling along to invade her privacy. She is tired of being spotlighted, misquoted, of having her every gesture upheld to the world for criticism. As Mildred Davis wailed one day, regarding the imminence of an interview: "If I sit on my feet he'll say I'm childish, and if I don't sit on my feet, but act very dignified, he'll say I'm up-stage, so what'll I do with my feet?"

That is Hollywood's problem. If she is too prim, they'll call her up-stage, if she pulls down her blinds, they'll make false speculations as to what is going on behind them; if she leaves them up, they'll peek in the window and see her taking her bath. So Hollywood is, figuratively, up against the same problem that confronts our young girls when they get interviewed and don't know what to do with their feet.

• • •

Composite of Charms

HOLLYWOOD seems to me very like a cosmopolite young woman; in her I find the combined charms of many young girls. Youth, we have here on every side; age is seldom seen, and then it masquerades as youth and often succeeds. The motion-picture industry is fused with the spirit of a youth in which life runs swift but true in cohesion to its purpose; the flame of ambition actuates our life to an abnormally selfish degree. Work is the main topic of conversation; because of its constantly changing expression, it is inexhaustible.

Hollywood is an egotist, with the blatant egotism of a young star recently elevated to the pivot of national attention, certain of the gift that she holds for the world. She is modern in all things, a flapper among the cities. Capricious, like the spray atop an ocean wave. But her real, electric brilliance is newly born; you don't see it on the surface. She draws her temperament close about her, shuts herself in from a prying world. But those whose lives graze hers cannot but feel the quivering vitality that subcharges her very existence.

Hollywood was born late in the life of the nation, when the rest of the country was already grooving to settled maturity. A domestic postscript, she has, as have most children born in middle-age, a keener mentality, a finer ambition.

Hers is a tapeline brain that measures, catalogues you in mental lines infinitely straight and taut. We have our codes, as do all communities. More easy-going on the surface, more tolerant of externals, there is a fine line here, much finer and more enforced than in other townships, which must not be crossed without ostracism. Our lovely young girls may flip cigarette ash with manicured nails, may live alone in hillside caverns, may flagrantly proclaim their Bohemian independence; but it is, when one becomes a part of it and analyzes it with the eyes of time, merely a surface coating with which our people shut themselves away from the world. It is innocuous, ingenuous.

You may not agree with Hollywood, and she doesn't care a whoop whether you do or not. She is flagrantly herself, an individual. And she knows values. Alchemied by her life of make-believe, in which passion plays so prominent a part, she has learned to separate the real from the dross, the art of judgment.

Mary Pickford lives the simplest life of any cinemite, here where life cannot but be simple, lacking external means of enjoyment. When he recently came to The Times office to broadcast "hello" over the big radio, Douglas Fairbanks confided that it was his first trip downtown in six months. The King Vidors are seldom seen in public, except to attend concerts or church.

Milton Sills was a professor of philosophy and is quite a theologian, a man of deep religious beliefs and sturdy character. He recently preached a most creditable sermon in one of the Wilshire churches—a human, interesting sermon—which, I happen to know, made penitents of several bad little boys and girls.

Last Easter Conrad Nagel gave a splendid reading of "Thanatopsis" in one of the churches, to his father's accompaniment on the organ.

• • •

Stars Dabble in Earth

STRETCHING from the heart of Hollywood, around the hem of the hills, are great, rolling acres of land owned for the most part by film folk. Ruth Roland has made a tidy sum out of realty investments. Though worth something over $3,000,000, Ruth lives very simply in a nice, but not pretentious, two-storied white house in Wilshire, with her auntie and two servants, a maid and a chauffeur. On the occasions when I have dined there, we had plain steaks or plebeian roasts, and Ruth went into ecstasies over some jelly her auntie had made, and we usually spent the evening sitting cross-legged on the floor and looking at photographs—not of herself—and at her marvelous collection of ear-rings, which she adores but which she seldom has the nerve to wear.

Mary Pickford is another who has invested wisely in realty, as have Chaplin, Nazimova and Louise Fazenda. Louise owns several apartments. Harry Carey spends his spare time breeding fine cattle on his ranch, Theodore Roberts raising fancy dogs, William V. Mong ditto hogs. Oh, it's a very wicked life we lead here; no question about it!

There is a certain transient feeling in the air of Hollywood. You see the faces on the Boulevard, studded with new ones, always changing. There is a feeling of impermanence beneath the outward security; our film folk realize, as George Ade says, that the public elevates its idols, then looks around for brick bats. So, while waiting for the brick bats, our idols save their money, invest it in real estate, hogs or orange groves.

• • •

And They're Married, Too!

MOST everybody here is married. Of course it sometimes taxes my memory to recall who is married to whom—today. But we have our old stand-bys whom we mention with smug smiles when the visitors assail our elastic divorce system. The Thomas Meighans, for instance, who have lived in wedded bliss with each other for ten long years. We always hold up Tommy and his charming wife, Frances Ring, as examples of that sturdy American oak, marriage. Tommy likes to go to the Ambassador but he has a most plebeian habit of always taking his better half along with him and shamelessly dancing with her all the evening. We all like Mrs. Tommy, and we think it's a fine example to set the community—an example that the Jack Holts, the King Vidors, the Wallace Reids, and others faithfully follow—but it does make it hard on the designing little extra girls and the tourists in search of scandal.

You won't see any stars rambling about the streets in the day time. Work begins sharply at 9 and the day is past when a star could hold up the company while she slept and get away with it. There is a business-like hum in the air these days; work goes on like a mechanical, emotionless machine. Late in the afternoon you will see Lois Wilson, May MacAvoy, Patsy Ruth Miller, or any of the younger girls strolling by, admiring the new frocks in the shop windows and wishing they could afford the exorbitant prices asked, or lapping up perfectly outrageous quantities of ice cream sodas and chocolate bars in the drug stores.

You may catch a fleeting glance of Gloria Swanson skimming by in her smart limousine. Some of the men you may see, leaning against the telephone poles and wishing something would happen—Walter Hiers, Theodore Roberts, Kenneth Harlan. Extra girls flit by, throwing joyous brisk bats to each other from carmined lips, their bobbed hair flying in the breeze—nobody wears hats in Hollywood when they can help it.

The most exciting event you are likely to see is Patsy Ruth Miller tearing madly down the street after "Rags," her dog with a face like a wilted chrysanthemum, who is forever going off on jaunts of his own unexplained satisfactorily to his mistress. Or else driving the big family car at a forty-mile clip, with one weather eye out for cops whom, should they chance to awaken from their slumbers in the station near by and amble down, she quickly subdues with a charming innocence.

• • •

Girls' Club and "Steadies"

THE girls have a club, just as girls do everywhere. Initiates have to pass a critical barrage of mammas before admittance is assured. Requirements are spotless reputations—no girl who has ever been remotely connected with scandal is eligible —and the eschewing of cigarettes. Not one of these girls—and, remember, I know them intimately and know what I'm talking about —has ever taken a drink of liquor or smoked a cigarette.

Mary Pickford is honorary president, and the mainsprings of the club's activities are Helen Ferguson, Mildred Davis, Patsy Ruth Miller, Colleen Moore, Lois Wilson, May McAvoy, Gloria Hope, Bessie Love, Clara Horton.

The club meets every Monday evening at the different girls' homes and discusses such matters of importance to the nation as new crochet stitches and eats quantities of fudge and macaroons and tells ghost stories. They started in to be spiritualists, but somebody caught one of the giggling spirits rapping on the table, so that's now passe. They're looking about for a new thrill.

Each girl has her own "steady" with whom she goes to the movies on a Saturday night or to parties at the other girls' homes. Mildred and Harold Lloyd, Colleen and John McCormick, Helen and Bill Russell, Pat and George Stewart, Anita's brother—though you never can be sure about Pat, for she has such a lot of nice youngsters ringing her door bell and leaving candy.

Oh, they're a wicked bunch! They chew gum, swap fibs and play the piano and sing the latest jazz right in their own homes where all the neighbors can hear. Typical flappers, these.

In my two years here, I have never been offered a drink of any of that dope the eastern papers say we imbibe so much—or whatever it is you do with dope. Possibly there are a few among the older stars and the scatter-brained near-stars who so indulge—you can't expect a community of 70,000 to be kept spotlessly clean. But such things have happened in a community of 1000 as well. So—why pick on Hollywood?

• • •

Mill of Work Grinds On

UNDER the beating whiteness of the midday glare, with the sun up above like a big poached egg trailing tatters of cloud, Hollywood is apparently asleep, a dreamy-eyed reverie beneath which grinds the eternal mill of work. With the last feeble rays of the setting sun in fan-shaped filaments of gold upon the hills, the studios pour forth their hordes of workers, homeward bound.

Hollywood at night—a fairy child, her colors subdued under the mist of the fogs that settle down upon her from the hills. Lights gird the encircling boulevards like a pearl chain about a woman's throat, and 'way up above, stars faintly prick the dark, diamond buttons on a great, round jester's vest. Then Hollywood sleeps—to bed by 10, for there follows eternally, monotonously, the ever-recurrent Tomorrow with its demands of toil.

This is Hollywood, my Hollywood—a joyous sprite growing into womanhood, fully conscious of her duties, with a future of infinite possibilities. Sometimes she bores me almost to death—sometimes I think I'd like to go off somewhere on an island where the natives never heard of a motion-picture camera, if such a place there be. But I know in my heart that I couldn't stay away. Hollywood gets you, just that way, down under the skin where your heart is.

You will hear occasionally of unwise affairs, of emotional youngsters fed on make-believe passion, straining at the bonds imposed by realities, dormant embers that under the fanning of publicity and fame flare into torches of scandal. But such things happen, do they not, in all communities?

Let him whose town is spotless, throw the stones at Hollywood!

On June 13, 1922, twenty-one ships were unloading 25,850,000 feet of lumber in this port at one time—enough lumber to load 6460 five-ton trucks, which would make a train more than thirty-six miles long, allowing only thirty feet to the truck.

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MEMBER

This California institution, representing an investment in excess of $150,000, was established in Los Angeles last February by William Hepner. The California institution is an off-shoot of Hepner's Companies of New York and Washington, D. C., which he continues to operate, and of Hepner's, Chicago, which has been abandoned so that his time can be devoted to the Pacific Coast.

The name of Hepner has been associated with the wig business for the past two generations. Mr. Hepner learned the art of wig-making from childhood from his parents and in the many years of his association with the theatrical profession he has taken care of every stage celebrity, including Booth, Barrett, McCullough, Keene, Robson and Crane, Langtry, Lillian Russell, Mary Anderson, Caruso, Patti and Fannie Davenport. In fact it would look like a "Who's Who" to mention all of his clientele.

The Hepner Shop, at 1601 West Seventh street, was only opened after Mr. Hepner had been opportuned by many of the large picture magnates to do so. His experience in creating the original wigs worn by the stars of the legitimate stage in the many productions now being screened, has made him very valuable and helpful to both director and star. Mr. Hepner is likewise the creator of the transformation, the Virginia coiffure and the bob hair and wig.

Mr. Hepner's institution embraces a wig factory and plant for the manufacture of everything known in "applied hirsutics." The shop features include some thirty separate dressing and operating rooms, a number of actors' make-up rooms, a large theatrical department, where everything pertaining to theatrical make-up is featured, a dozen or more up-to-date manicure stations, a department of cosmetics, embracing every new feature, general and private offices.

Since William Hepner came to this city, Hepner hair styles have emanated and disseminated from Los Angeles.

BENT BROTHERS

This firm has been a large factor in the upbuilding of the West since 1886. Pioneers in concrete construction work, Bent Brothers have been more especially identified with the distribution and development of water. The firm has installed some of the most important dams, reservoirs and concrete irrigation systems in the Pacific West.

Among the larger concrete dams constructed under direction of the firm are the Sweetwater Dam in San Diego county; two dams for storing mine debris in Amador county; two irrigation dams in San Diego county, one being the famous Lake Hodges, the largest multiple-arch dam in the world; the foundation of the big Gibraltar Dam for the city of Santa Barbara; Devil's Gate Dam, five miles northwest of Pasadena, the first unit in the great flood-control enterprise of Los Angeles county, and the still greater dam in San Dimas Canyon.

Bent Brothers constructed the handsome subway under the Southern Pacific tracks at Tucson, Arizona; the concrete tower in Little Bear Lake; a reinforced concrete pipe system for water supply of Marin county, California, serving seven cities; the Edison Electric Company's Lytle Creek Hydroelectric system and the concrete trunk sewer system for the city of Long Beach, California.

During 1918 the firm completed the largest single contract of its kind ever undertaken, which was the installing of an irrigation system involving 110 miles of concrete pipe. This work was done for the Boston Land Company and put under irrigation about 20,000 acres in Fresno county that had up to that time been arid land.

Bent Brothers have constructed four large oil storage reservoirs for the General Petroleum Corporation at Wilmington and eight for the Standard Oil Company at El Segundo, the total storage in the twelve amounting to over ten million barrels. They have also constructed for the Standard Oil Company twenty concrete chimneys.

Bent Brothers maintain a road-building department, constructing roads of asphalt, oil macadam and concrete, many miles of which are in evidence throughout Southern California.

Operations of the company have extended into Oregon and Washington, as far east as Colorado, Oklahoma and Texas, and southward through Arizona, New Mexico and across the border into Mexico, where they built the water supply system of the city of Monterey, and irrigation systems on the west coast of Mexico for John Hays Hammond.

The main offices of the firm are 1714 Eagle street, Los Angeles, where the general office force and field superintendents maintain headquarters.

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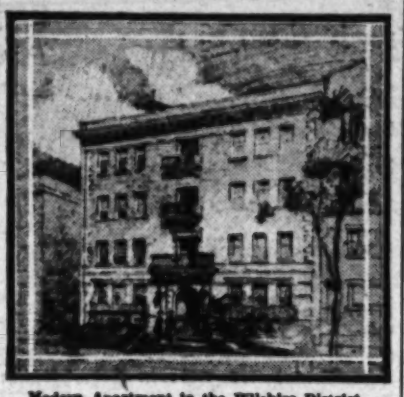
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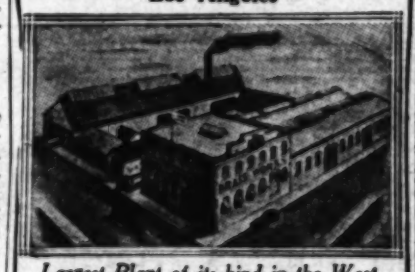


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Above the Aqueduct
in the Sierra Nevada

Shadow Industry on Solid Business Basis

Motion Pictures Achieve Stabilization and Make Marked Progress in Art and Technique During the Year

BY MYRTLE GEBHART

BUSINESS stabilization stands out as principal among the screen's attainments during 1923. The slump of a year or two ago followed upon the heels of egotistical overinflation that characterized the shadow art during its first boom period, coupled with chaotic post-war conditions that all but paralyzed this industry along with hundreds of others. The poor quality of the rubber-stamp-program pictures, in addition to various other causes, resulted in an alarming falling off of theater attendance; which in turn brought many producers to a sudden awakening with reels of film on their shelves that could find no market.

Putting down production for a year caused many of these shelved films to find release and the hopeless ones to be ultimately discarded. Then came a period of underproduction during which the demand was supplied mostly by reissues of old films, followed now by the birth of a new boom, but one built upon firm foundations of business stabilization. The industry is more firmly grooved, in a commercial sense, than at any time in its existence.

With the new distributing organizations guaranteeing release for independent pictures of value, the larger producers have been forced to give closer attention to the quality of their output. Competition is springing up on all sides. Independent pictures a year ago could find no release; that is why the public has never seen—or has seen only in small theaters—some of the finest pictures ever made. But that condition is passing with the inception of the new order, "the survival of the fittest." Competition and the general business boom prevalent all over the country promise great things for 1923.

• • •

Culture and Maturity

LOS ANGELES, the center of motion-picture production, is bustling today not alone with new business activity but with the birth of culture that will radiate itself in a thousand threads of expression, finding their central focus in the cinema. The finest brains of the literary, artistic and musical world are here and the nascent culture which we have felt in the air is finding a firm foothold, is growing to make our city a new Athens.

This year marks the maturity, the coming of age, of the industry. I, for one, am tired of this swaddling-clothes talk and find the only directors who mouth those old aphorisms about the screen being still in its infancy are those who are being left behind. Those who are not hidebound to custom by their own mediocrity are the ones upon whose shoulders the cinema will be carried to greater glory in the new year than it ever has believed possible. The industry that heretofore has been like a child, uncertain of its first long steps, has drawn its breath, is walking now, unafraid.

The dawn, with its gigantic possibilities, is today the fulfillment tomorrow.

This past year has seen a rise above the mediocrity of rubber-stamp productions. "Robin Hood," "Blood and Sand," "Lorna Doone," "Omar, the Tentmaker," and "Suzanna"—these are not the staples of which ordinary screen plays are spooled, but special food to which we have become educated the past year. The indigo years are gone, in so far as the screen drama is concerned; the future looms very bright, just around the corner ahead.

• • •

Automatons Go, Authors Come

THE greatest single feature on the picture horizon during the year was the demise of the star system. Automatons are no more. True, I do not think that the personality ever will be dethroned; for that is what the public pays to see, not stories or the fruit of directors' gifts. But the egotism of the star system has been tempered with common sense; and beauty, individually, has had its day.

The Eminent Author was an innovation of last year. Among the vast horde of literati that stormed the studios, Elinor Glyn and Sir Gilbert Parker flivvered beautifully, with plenty of eminent company to grease their downward progress. Of them all Rupert Hughes seems to have made the greatest stride, to have carved his way into the most secure niche. He is a born showman, has his finger constantly on the public pulse. Whether his plays are great or not, they portray the foibles of real life and find appreciation from the public.

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Directors Still Lagging

DIRECTION, unfortunately, has not shown the advancement that the film has evinced in other, particularly in mechanical, branches of its art. There has been little real advancement in the handling of dramatic situations since Griffith introduced the close-up in soft focus and the cut-back. The drama follows its stereotyped pattern, and when he comes to a fence the experienced director doesn't try to climb over; he merely looks up Rule No. 3 in his pocket edition of "According to Griffith."

The main directorial need is spontaneity—confidence with the ego removed surgically from their systems as it has been removed from the star system, directors who try less for spectacular effects and more for verity of life. The day of the sure-firm hokum is drawing to a close. The directorial white hopes of the screen who, I believe, will be instrumental in the birth of a new type, or rather not a type but a genius for lifting every day to the dramatic pitch, are William de Mille (though he failed utterly in his "Nice People" and "Clarence," I believe he will come back slowly and surely, for he has the touch of genius,) Marshall Neilan, Allan Dwan, Fred Niblo, Maurice Tourneur and the newcomer, Richard Walton Tully. In the hands of these few lies the greatness or the demise of the directorial baton.

Tully, particularly, promises big things which only the unfolding of Time's pages can prove to be true or false prophecies. New to the screen, trained in the school of the drama of twelve years as a stage producer, he possesses a spontaneity and a sympathetic touch that should carry him far, unless he sells them for a mess of pottage—which I hardly think likely—and grooves into hokum type.

• • •

Amazing Technical Progress

TECHNICALLY, artistically, the screen has made amazing progress. The technical or art director may be required to describe the court dress of some foreign country in the eleventh century or to devise some new and beautiful scheme to make a modern ballroom dance novel. The loveliest of such scenes that I have ever witnessed was the enchanting bubble dance shown in Goldwyn's "A Blind Bargain." To Cedric Gibbons goes the ribbon for devising the scheme which made it possible—a pool of amber water beneath which was a tin perforated floor. Soap chips were sprinkled over it and water pumped up from beneath, the chips being stirred by machines under the floor into waterfalls and cataracts of foam in which, under colored lights and a myriad of tiny balloons, girls in rose-and-blue silk tights danced nimbly.

Musical accompaniment to the exhibition of pictures is another factor that has shown phenomenal advance. The day of the tinkly piano or the ramshackle organ wheezing songs like "You Made Me What I Am Today" is gone, happily, beyond recall, with the coming of the orchestra—not as an added attraction but as a logical interpretation of the film's action. Big producers spend months before the release of a picture in conference with musical directors who synchronize the score to each infinitesimal change of action. This score, when completed, is sent with the film to the exhibitors in the larger cities, and often adaptations of it are used even in the smaller towns where the "orchestra" is composed of piano and violin. Among the musicians who have done much lately to advance the film's exhibition in this wise may be mentioned Victor Schertzinger and Charles Wakefield Cadman.

It is in its mechanical aspects that the screen has made the greatest advance. Among its foremost accomplishments may be mentioned: the use of miniatures, by means of which backgrounds limited as to size because of the confining space of the studio's interior and the camera's limited focus are enlarged; the stereopticon method of exhibition; the introduction of "motion-painting backgrounds"; the development of the art title and of color photography, and the amazing growth of many subsidiary businesses that depend upon the activities of the studio.

• • •

Many Mechanical Factors

I AM going to deal in detail with each of these factors in the screen's mechanical progress, as the public sees only the finished product and generally is not acquainted with the behind-the-scenes methods of accomplishment. For the sake of those who want facts and are interested in means, I shall risk offending those few—I think they are in the minority—who discourage the publication of these mechanical details, because, they say, "it spoils the illusion for us."

Coincident with the forward progress of the picture industry, the year has seen the establishment of many subsidiary businesses that depend for their success upon the activities of the producers. These allied arts employ thousands and involve a capital of over $2,000,000.

Among them are art-title shops, costumer, camera and film supply houses, wigmakers, shops where props of all sorts are made, and research libraries where data upon historical subjects is supplied to independent producers who do not maintain large forces of their own for such work.

Some of the antique and prop shops sell outright to the motion-picture companies, others furnish these things on a rental basis. One studio pays $10,000 a month rental for furniture. Frequently props no longer desired by the studios are sold to wealthy curiosity seekers. I know of one man who made a lovely "antique" wardrobe of fine mahogany, intricately carved and inlaid with gold, that his concern sold, after the studio returned it, to a wealthy society woman for $500.

Various costumers operate in like manner. There are also art-work concerns that employ many men and women to paint pictures, make statuary and other decorations for studio sets. There is one shoe store where footwear of any nationality, at any period in its history, may be obtained or reproduced on order. Other concerns make artificial food for banquet scenes and crockery and statuary from a porous material that breaks easily without injury to the comedian's head at which it is directed.

Among other auxiliary concerns catering to the picture trade are art-title shops, lumber, paint and electric-power establishments.

A subsidiary art that has flourished from nothing to large enterprises during the year is that of creating subtitles upon pictorial backgrounds. Only in 1919 did art titles come to be used, and it was not until this year that their creation has been developed to a mechanical and artistic pitch that warrants attention.

In addition to the hundreds of painters employed by the studios to turn out the backgrounds for art titles, Los Angeles has over twenty such independent shops—and also numerous art-title libraries, concerns that keep on hand a multitude of various styles of titular backgrounds and rent them to producers.

• • •

Mounts Into the Millions

LOCAL film-developing laboratories, exclusive of those owned by the studios, show an invested capital of $500,000, an annual pay roll of $300,000 and an annual production of $1,000,000.

Studio supply houses, such as costumes and properties, have capital invested of $1,150,000, annual pay rolls of $380,000, and annual production of $1,700,000.

Camera and photo supplies concerns show an invested capital of $350,000, an annual pay roll of $125,000, and an annual production of $350,000.

For the title writing, printing, designers and auxiliary concerns, the following figures prevailed during 1922: Capital invested, $75,000; annual pay roll, $85,000; annual production, $175,000.

The total capital of all concerns dependent totally upon motion-picture studios is estimated at $2,075,000, with an annual pay roll of $870,000 and an annual production of $3,485,000.

These concerns, remember, are subsidiary to actual motion picture production.

The miniature, the use of which is not yet generally understood by the public, is a 1922 innovation. Though, to be accurate, it was first used way back during the Spanish-American War by Edward H. Amet, in filming pseudo battles, which were later accepted by exhibitors as scenes actually taken of the warships in action, it was not until the past year that the miniature came to be put into practical use in the photographing of sets whose space is limited.

• • •

Marvel of the Miniature

AMET'S efforts, doubtless held marvelous at that time, appear crude to us now, though the producers work upon the same basis. Photographers then were not allowed upon the scene of action, so Amet reproduced in miniature at home the Bay of Santiago and the ships participating in the sinking of Admiral Cervera's fleet, gathering his data and descriptions from the news dispatches. By means of electrical switches he directed his tiny ships in action, even to the realistic smoke from their funnels and the demolishing shells—so realistically was the whole thing done and enlarged that when he stated he had made the pictures near the scene of action his veracity was not questioned.

The old year has seen the development of the miniature to the fine point where it not only is photographed alone and enlarged—as was the tiny lighthouse in Fearless Stanhope's "At the End of the World"—but also is used in combination with real settings. Painted settings in miniature, and sheets of plate glass, decorated with a continuation of the scene in gray colors, which fit snugly over the top of the line where the real settings end in the camera's focus, also are extensively employed.

Miniature settings often are used as houses, volcanoes, the crash of railroad trains, the demolition of villages by storm and shipwrecks at sea. Some of the cleverest flood-scene miniatures I have seen were shown in Goldwyn's "The Sin Flood"—so well done that I doubt if the eye, untrained to look for such things, distinguished them from the real settings. Often tiny figures are placed in these miniature settings, appearing to be human beings washed to sea or hurled aside in the wreckage of trains.

Miniatures, then, are of three kinds—actual small settings, enlarged; paintings done on plate glass and photographed so that they fit upon the top of the actual set; and parts of miniature settings which are suspended above the camera and combined with real sets where limited space forbids these being made as large as desired. The plate-glass sketching method was employed in fashioning the domes and minarets seen in Harold Lloyd's "A Sailor-Made Man," used because the confining space of the studio prohibited the erection of sets as large as were needed. Part of a set for "The Masquerader" was a miniature so constructed and placed to fit atop the actual setting as to give it height. Camera magic also was resorted to in giving added depth and illusion of height to the already-gigantic "Robin Hood" sets.

In "Omar the Tentmaker," optical illusion aided in picturing the domes and mosques; and in "Hail the Woman," a complete New England village was erected in miniature, covered with salt to give it a wintry, snowy appearance, the houses carefully made to look old and weather-beaten. Imitation snow was sifted upon the scene and wind furnished by electric fans, timed to the camera's grinding, the hazy effect of twilight being obtained by holding gauze veils between the tiny scene and the lens. The entire village set was but seventeen feet long. When enlarged and shown upon the screen it evoked comment and wonder as to where, in sunny California, such scenes were obtainable!

• • •

Evolution of Art Title

THE purpose of the art title, a by-product of the screen's artistic growth during 1923, is to suggest the mood of the scene without detracting from the words themselves.

Years ago titles were merely printed, badly at that, and often misspelled—upon white backgrounds which were hard on the spectator's eyes and interspersed a garish touch between scenes of the drama's pictorial beauty. In addition to the injury to one's eyes was the break in the story's continuity while one read the titles. When a title was shown, it had the effect of bringing one's fancy from make-believe back to reality; it was a jolt, as though saying, "All this stuff we've been showing you has been dream fancy, wake up!"

When it was discovered that the distraction essential to the showing of printed titles disturbed the continuity of interest, the producers and their art advisers set about to evolve an art title. The first attempts were failures—the printing of words upon an actually moving scene. The idea of course was to save time by combining action and title, but it caused a division of interest. The spectator either watched the action and lost the meaning of the title, or he read the words and could not keep up with the action. The two together confused him.

Gradually the art title as we know it today was evolved, to combine several purposes. First, it must give the necessary words; secondly, it must, in its symbolic decoration, suggest the conception of the scene to follow or that into which it breaks. The symbolism must further express the meaning of the words, or hint at them subtly if they contain a trace of satire, and it must carry over the continuity from one scene to the next.

Thus was born, through the artistic eyes and unflagging zeal of such men as Ferdinand Pinney Earle, the modern art title.

Most common is the title printed against a symbolic background which is painted in oils by the artist on an eighteen by twenty-four inch canvas. It is usually done in black and white or sepia tones, as are illustrations for magazines. When the painting has been photographed large-size, the words of the caption, printed separately, are photographed and the two films superimposed, the words on top of the picture, with the result that you see upon the screen.

Sometimes an actual "still" from the picture—a scene photographed by the camera

CONTINUED ON PAGE SEVENTEEN

GRAUMAN'S MILLION DOLLAR THEATRE
BROADWAY AT THIRD
LOS ANGELES
CALIFORNIA

SID GRAUMAN, Managing Director

WINFIELD-KERNER COMPANY

This company occupies a rather unique position industrially in Los Angeles and Southern California. Its product is principally motion picture and stage lighting equipment and supplies. The arc lamp manufactured by this company makes daylight photography possible at night on all stages and reinforces dark daylight during cloudy days outdoors. The specific lamp made by this company was the invention of Mr. Edward Winfield and Mr. Otto Kerner, both of whom in 1902, when first experimenting with motion pictures, saw the necessity of a lamp that would reproduce daylight. Their first lamp was made in the basement of the old Nestor studio on Sunset Boulevard, and was the first lamp ever made for motion picture photography.

1923—The Southland's Greatest Year—1923

Metro Produces and Releases Only Special Productions

Here Are Some of the Famous Directors Who Will Direct Metro Pictures For 1923:

REX INGRAM
FRED NIBLO
IRVIN V. WILLAT
ROBERT Z. LEONARD
KING VIDOR
HARRY BEAUMONT
CLARENCE G. BADGER
EMILE CHAUTARD
HARRY GARSON
WALLACE WORSLEY

Metro Produced and Released the Greatest Picture of 1922, "The Four Horsemen of the Apocalypse"

Here Are Some of the Metro Special Productions For 1923 That You Will See

"The Prisoner of Zenda," a Rex Ingram Production.
"Broadway Rose," with Mae Murray.
"The Five Dollar Baby," with Viola Dana.
"Youth to Youth," with Super Cast Headed by Billie Dove
"The Hands of Nara," with Clara Kimball Young.
"Quincy Adams Sawyer," a Metro-SL Special Production.
"Peg o' My Heart," with Laurette Taylor.
"Captain Applejack," a Fred Niblo Production.
"Trifling Women," a Rex Ingram Production.
"June Madness," with Viola Dana.
"A Ladies' Man," a Hunt Stromberg-Bull Montana Production.
"Coronation," with Mae Murray.
"All the Brothers Were Valiant," an Irvin Willat Production with Super Cast Headed by Billie Dove and Lon Chaney.
"Enter Madame," with Clara Kimball Young.
"Love in the Dark," with Viola Dana.
"A Punctured Prince," a Hunt Stromberg-Bull Montana Production.
"The Famous Mrs. Faire," a Fred Niblo Production.
"The Passion Vine," a Rex Ingram Production.

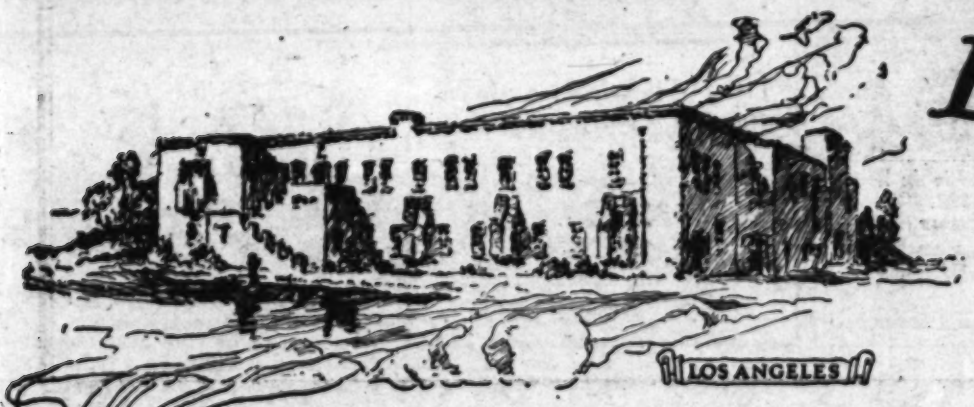
Metro Pictures Are Produced in Hollywood

Here Are Some of the Famous Stars Who Will Appear in Metro Pictures For 1923:

LAURETTE TAYLOR
MAE MURRAY
VIOLA DANA
ALICE TERRY
CLARA KIMBALL YOUNG
BILLIE DOVE
LON CHANEY
BLANCHE SWEET
LEWIS STONE
LOUISE FAZENDA
BRYANT WASHBURN
ELLIOTT DEXTER
"BULL" MONTANA
MALCOLM McGREGOR

Metro Pictures for 1923 Will Be Better Than Most and Second to None

1923—Metro's Greatest Year—1923



Expression!

The Screen Reflection of Your Efforts—Enhanced by Our Own —Eloquently Expresses Your Story and Technical Production in True Screen Oratory.

WE INVITE THOSE PRODUCERS, DIRECTORS AND CINEMATOGRAPHERS, WHOM WE HAVE NOT HAD THE PRIVILEGE OF SERVING, TO INVESTIGATE

Rothacker-Aller LABORATORIES, INC.

5515 MELROSE AVE.
HOLLYWOOD, CAL.

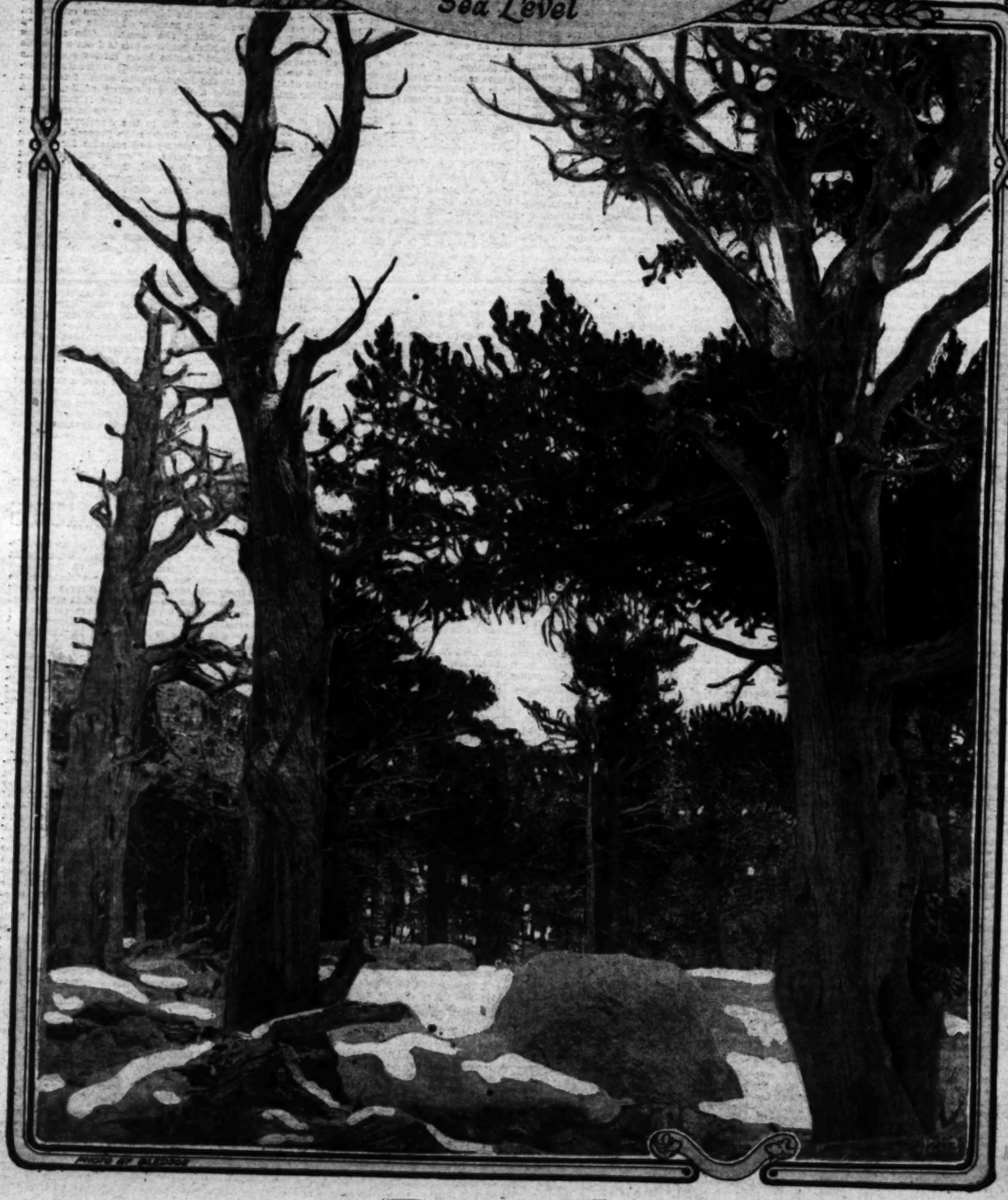
ROTHACKER FILM MFG. CO.
1339 DIVERSEY PARKWAY,
CHICAGO, ILL.

WATTERSON R. ROTHACKER, President
JOSEPH ALLER, Vice-President and General Manager



Above the Aqueduct in the Sierra Nevada

Timber Growth 12,000 Feet above Sea Level



ANSCO BY AUTOSCR

EWS
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Shadow Industry on Solid Business Basis

Motion Pictures Achieve Stabilization and Make Marked Progress in Art and Technique During the Year

BY MYRTLE GEBHART

USINESS stabilization stands out as principal among the screen's attainments during 1932. The slump of a year of the ago followed upon the heels of egotistical overstimulation that characterized the shadow art during its first boom period, coupled with chaotic post-war conditions that all but paralyzed this industry along with hundreds of others. The poor quality of the rubber-stamp-program picture, in addition to various other causes, [illegible]

[illegible] type pattern, and when he comes to a fence the experienced director doesn't try to climb over; he merely looks up Rule No. 3 in his pocket edition of "Accosting to Grit."

[illegible] ars employ thousands and involve a capital of over $2,000,000.

Among them are art-like shops, costumers, camera and film supply houses, vip-

as was the tiny Hathaway in Pearsall Stanley "At the End of the World"—but also is used in combination with real settings. Painted settings in miniature, and shots of plate glass, decorated with a continuation of the scene in gray colors, which qualify over the top of the line where the real settings end in the camera's focus, also are extensively employed.

Miniature settings often are used as

1923—The Southland's Greatest Year—1923

Here Are Some of the Metro Special Motion Pictures and Releases

Metro Pictures Are

[illegible] COMPANY

This company occupies a rather unique position industrially in Los Angeles and Southern California. Its product is principally motion picture and stage lighting equipment and supplies. The arc lamp manufactured by this company makes daylight photography possible at night on all stages and reinforces dark daylight during cloudy days outdoors. The specific lamp made by this company was the invention of Mr. Edward Winfield and Mr. Otto Kerner, both of whom in 1903, when first experiments were made, were employees of the Times-Mirror Company. Mr. Winfield was superintendent at that time of the engraving department and Mr. Kerner was his assistant.

The first development was to bring better light for engraving photography. About that time motion picture studios were bothered by night lighting facilities for indoor stages and Mr. Fred W. Jackman, Supervising Cinematographer for the Mack Bennett Studios, made tests which indicated the value of further development for use in motion picture studios at night and for outdoor work on cloudy days. The final result of the discovery was the lamp, which year by year since has been improved upon, that is the present product, used in every studio today on the Pacific Coast, throughout the Orient and all over Europe.

The present plant of the company is at 323-27 East Sixth street, the property being owned by the company.

Mr. Winfield is the inventor also of numerous other electrical devices, among them a railway switch and circuit breaker. Mr. Kerner has likewise invented a number of devices used in the photo engraving art.

Thousands of the arc lamps manufactured are in use all over the world. The plant of the company is one of the largest on the Pacific Coast.

Lamps of the company are sold outright or leased through a holding company. Other lamps manufactured include actinic ray photo engraving and smaller lamps. Recently many improvements have been perfected on all lamp products of the company and the plant has expanded in perfect harmony with expansion of the motion picture industry in Los Angeles and throughout the world.

Beautiful Women of the Screen

Have found the the age-old secret of lovely complexions in the use of

EGYPTIAN BEAU-TI-CLAY

Clears the skin almost instantly and brings back the charm and freshness of early youth.



Many famous WOMEN STARS of Hollywood's noted beauty colony use EGYPTIAN BEAU-TI-CLAY because of its instant marvelous power in removing lines of care, worry and age. To make it easy for you to test this secret of a beautiful complexion, we will send you a regular $5 Jar with enough BEAU-TI-CLAY for 3 months' use, at our regular "Movie" price of only $1.69. This scientific preparation has never before been offered any women outside of Hollywood. It

1. Restores freshness and color to the skin.
2. Takes away lines, pimples and blackheads.
3. Closes large pores and makes skin soft and velvety.
4. Contains no harmful chemicals and will not irritate the most delicate skin.

You who have admired and marveled at the astonishing fresh lasting beauty of film-land's Stars, now, have an opportunity of sharing their secret. SEND NO MONEY. Just use coupon or send a postcard.

EGYPTIAN BEAU-TI-CLAY CO.,
Hollywood, Cal., Dept. 4.

Please send me a $5 supply of EGYPTIAN BEAU-TI-CLAY. I will pay postman your special "Movie" price of $1.69, plus postage, on arrival or I enclose $1.69 here in full payment. My money to be refunded if I am not satisfied.

NAME .....

ADDRESS .....

SID GRAUMAN, Managing Director

GRAUMAN'S MILLION DOLLAR THEATRE

BROADWAY AT THIRD
LOS ANGELES
CALIFORNIA

December 25, 1922.



LARRY SEMON

Mr. Larry Semon,
Hollywood, California.

Dear Larry:-

Just a few words to let you know that we are looking forward with pleasure to presenting your irresistible comedies throughout the new year, 1923.

I take this opportunity, Larry, to congratulate you on your phenomenal success.

Wishing you and your splendid organization a Happy New Year, I remain,

Very truly yours,

Sid Grauman



SID GRAUMAN



Seven Great Pictures from Seven Great Books

Millions have read them—
Millions will want to see them on the screen.

WARNER BROTHERS

Producers and distributors of clean, interesting motion pictures, have spared no expense in selecting the best known screen players and directors to interpret the work of the best writers for the entertainment of the American public.

Ask the manager of your favorite theater when these pictures will be shown.

ER

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...a revolver ... to his car, ... in the side ... reached the ...d and fired ... three mis- ...made their ...

...to get even ... to kill you ...

California Leads the World Electrically

Hundred Millions a Year to be Spent on Development.

The Colorado River Opportunity

BY GEORGE R. MARTIN

Manager Road Department,
Security Trust and Savings Bank, of Los Angeles

WITH $70,000,000 expended during the past year for developing electricity from the water courses of California, and converting and distributing it to the markets where it is immediate demand, the financial aspect of the electrical business is of such importance, both present and future, that it is the doubt of no one that the next few years will see the greatest development of electrical power in the history of the world.

Already the Pacific Coast has a total of 2,000,000 horsepower developed, and the Southern California Edison Company alone has 1,000,000 horsepower under contract for development in the next few years. Other companies are developing power in the same proportion.

The Colorado River, which has been the subject of so much discussion, headed by Secretary of Commerce Herbert C. Hoover, has reached an agreement between the seven Colorado River states on the division of water for irrigation and of storage of water for irrigation and of enormous power developments. An interstate commission, headed by Secretary of Commerce





ROBERT Z. LEONARD
PRESENTS

MAE MURRAY

"Tiffany Productions, Inc.."
New York.

BARTLAN





California Leads the World Electrically

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BY GEORGE B. MARTIN
Manager Bond Department,
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WITH $70,000,000 expended during the past year for developing electricity from the water courses of California, and conveying and distributing it to the markets where it is in immediate demand, the financial aspect of the electrical business is of such importance, both present and future, that it is the dominating factor in the consideration of California investments.

While the appropriations for hydroelectric construction in 1922 make a new record, the State is only upon the threshold of its great, comprehensive and complete development era. For the ensuing ten years appropriations of $100,000,000 a year will be required to carry on the surveyed and chartered programs of the hydroelectric-power companies, for accelerating production to meet the annual increase of requirement as demonstrated by actual experience.

In the consideration of the development of electricity from streams that have for centuries swept down to the sea in destructive floods, or idled their way to tidewater, it should be borne in mind that hydroelectric energy produces the nearest maximum production at the minimum consumption, and increased production automatically produces property wealth, which is the basis of safe and conservative investment.

This is a fundamental fact and can be stated in still another way; namely, that there is no diminution—no wastage in Nature's resources when electricity is being generated by water power. But when electricity is generated by coal or oil these valuable resources of the earth are destroyed forever and cannot be put to the other uses which the world is constantly demanding of them. In developing hydroelectric power the first investment is practically the only investment and there is comparative freedom from industrial interruptions of almost every nature.

Therefore, when we relate that this year an army of 8000 men is working upon electric-development construction, and during the next twelve years its ranks will probably be increased to 10,000 men, we see that California is awake to the importance of quickly conserving her wonderful natural resources, and setting them to producing wealth and prosperity.

Dollar for dollar, day's work for day's work, the hydroelectric development of California, now well under way, is the greatest construction undertaking in the annals of the Western Hemisphere, and probably of the world. Based upon present estimates of the commercial value of horsepower of hydroelectricity as compared with the cost of producing power from fuel, its complete development is placed at about 1935. The new investment up to that date will aggregate $1,000,000,000, or almost three times the construction cost of the Panama Canal. There has already been developed in the State 1,500,000 horsepower. Development in 1922 and 1923 will aggregate about 300,000 horsepower, or 20 per cent on top of all that has been developed, and this peak of development has barely kept abreast of the demand.

The importance of the electric-power companies of California and the market for the product is illustrated in a report of a survey of the industry, published in the Electrical World of New York on April 29. This report states that in 1921 California's two largest hydroelectric companies, the Southern California Edison Company in Southern California and the Pacific Gas and Electric Company in Northern California, were among the first five power companies in America in size, as measured by electric production for that year. The other three of the world's five big producing companies are the Niagara Falls Company and the New York and Chicago companies.

Of the development work now in progress and planned for 1923, about 65 per cent is in hand by the Southern California Edison Company of Los Angeles and the Pacific Gas and Electric Company of San Francisco. The other hydroelectric companies, namely, the California-Oregon Power Company, the Great Western Power Company, the Western States Gas and Electric Company, the San Joaquin Light and Power Company and the Southern Sierras Power Company, are also engaged in development work, in their respective territories, and have plans for speeding up their activities to conform to the demands of their power market. The city of Los Angeles has additional hydroelectric developments planned and the city of San Francisco is proceeding with its Hetch-Hetchy development. Steam power, pending ultimate development of the waterpower resources of the State, is a necessary auxiliary and is being installed by the Los Angeles Gas and Electric Company and the San Diego Gas and Electric Company.

• • •

Edison Company

UNPRECEDENTED in magnitude is the co-ordinated development program of the Southern California Edison Company on the High-Sierras project, both from an engineering and an electrical standpoint. There the problem is the central mountain torrents, which drain enormous areas of mountain watersheds, where the snows linger long and the spring rains swell the streams to raging torrents that have for untold time ravished the valleys of Central California with their floods. To store these flood waters and conserve the flow of these streams by impounding dams, converting mountain meadows into beautiful lakes and by these dams to increase the depth of what are now little more than ponds, is an underlying feature of the work.

• • •

America's Longest Tunnel

FLORENCE LAKE TUNNEL, fourteen miles long, which will convey the waters from the back ranges, Florence Lake and Vermillion Lake to Huntington Lake, is the feature of the work which is just now attracting the attention of the engineering world because it is the longest tunnel ever projected on this hemisphere. It was started in December, 1920, and will be finished in March, 1925, making a world's speed record for drilling through solid granite. In this High-Sierras project eighty-six miles of tunnel will be bored through solid rock. As a matter of comparison it is interesting to note that the Panama Canal, from deep water to deep water, is only fifty miles long, the work being mostly open excavation and many miles of near-shore dredging, instead of gouging under mountains in high altitudes and under winter conditions, by the strength of giant powder.

• • •

Pit River Development

DIAMETRICALLY different from the Edison High-Sierras project is the big development now being progressed on the Pit River by the Pacific Gas and Electric Company. The Pit River is the most easily controlled and consequently the most wonderful natural-power stream in the State, and has a rated electrical potentiality of over 600,000 horsepower. Of this remarkable water course, which is in reality the upper Sacramento River, its unique feature is that its constant and almost even flow of about 2500 second feet is over twice the precipitation in its apparent drainage area. This is accounted for by subterranean sources, which reach through lava beds as far as Idaho, and some geologists say that they tap the Columbia River.

According to present estimates of requirement, this progressive construction program will be finished about 1932.

• • •

High-Voltage Lines

OF GREAT importance in the contemplation of California's electrical achievements, and perhaps one of the things which caused Secretary of Commerce Herbert Hoover to say that "California leads the world electrically," is the construction of 443 miles of 220,000-volt transmission lines, the highest voltage at which electricity has ever been transmitted in the world, which will result in vast economies in investment and operation.

In the south 243 miles of 220,000-volt transmission line is being built by the Southern California Edison Company to bring the current generated at its High-Sierras power plant to the San Joaquin Valley and Southern California communities and to the city of Los Angeles, where, under long-term contracts with the city and with the electric railroads, it is now supplying about 60 per cent of the electricity consumed in the southern metropolis. In the north, 200 miles of this new high-voltage type transmission is being built by the Pacific Gas and Electric Company, to convey the product of the Pit River power plants to San Francisco and the bay cities, and to supply the increasing electrical demands of the fertile upper State counties.

It is estimated that at this time there are over 125,000 Californians who own the bonds or the stock of the electric companies which supply them.

Four million horsepower is the estimate of California's developed and undeveloped hydroelectric power. Anyone attempting to figure out the benefits that are to come to Los Angeles and the whole State from a development of these electric resources is confronted with the most astounding conclusions that overwhelm the imagination, for so great is the multiplying power of hydroelectric energy when applied to lands, manufacture and populations.

From these the outstanding physical, financial and economic features of California's hydroelectric problems, as of the present, we may glance over the immediate horizon and see what confronts the power men who, under State regulation, have shouldered the tremendous responsibility of providing the most essential element of modern life to the people that they serve. It becomes the duty of the power men to look ahead and project their plans for continuing to bring in new sources of power, both for this State and for the vast region which is commercially tributary to the ports of the Pacific. The Colorado River is the answer to the quest for power and more power that people may live and thrive, accumulate property and prosper, and that the West may become the home of millions more of this fast-growing nation.

• • •

Colorado River Power

THE preliminary steps have been taken and of the Colorado River question the following is, in brief, the status:

In its course of some 300 miles from the Arizona-Utah State line to the Gulf of California, the natural fall of this great stream is about 3000 feet, making possible the development of 5,000,000 horsepower of hydroelectric energy.

The United States Geological Survey and the Federal Power Commission are conducting surveys and engineering investigations, looking to the development of the stream as a whole under one co-ordinated plan for the greatest economy of development and giving due weight to the necessity for flood control and the economic advantages of storage of water for irrigation and of enormous power developments. An interstate commission, headed by Secretary of Commerce Herbert C. Hoover, has reached an agreement between the seven Colorado River basin States to provide for the equitable distribution of the waters of the Colorado.

Surveys for the construction of a flood-control dam have been made by the United States Reclamation Service at Boulder Canyon, on the Arizona-Nevada line, and the Southern California Edison Company has filed with the Federal Water Power Commission and the State authorities of Arizona and Nevada, upon approximately six sites on the river with a potentiality of approximately 4,000,000 horsepower of the 5,000,000-horsepower potentiality of the stream. The remaining million horsepower is within the Grand Canyon National Park, and cannot be developed without a special act of Congress.

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California's "White Gold"

THIS story of the White Gold of California can be nothing more than a glimpse of the electric-power development of the State and its vast potential possibilities. It must end as it began with the great central thought that runs through the whole stupendous plan, to-wit: that hydroelectric development provides the maximum of production, with the minimum of consumption, and that it makes property wealth and consumes none of the valuable fuels of the earth. It has come to be the most substantial fundamental of all property value in California and the Western States that have hydroelectric resources, and a basis for safe, permanent, easily marketable and patriotic investment.

MOVIE INDUSTRY ON SOLID BUSINESS BASIS

(Continued from Page 14)

—is used as background instead of the symbolic painting, in which case it is gauzed in soft-focus, with the printed words superimposed. In this case the art of contrast is employed. If the scene be of a grayish tone, like a sea scene, or one in which a wide expanse of light sky is pictured, the lettering will be in black; but if the scene be dark, the printing will be done in white.

Titles in scenes of majestic grandeur, a late innovation is the use of clay models for background. In some cases they occupy the side of the screen, while the words are printed in dignified lettering on the other side or in a corner; at other times you will see titles whose words are carved into the clay model itself, in a sort of bas-relief effect. Frequently sculptural figures are used instead of the flat effects carved into the clay.

Pastel art titles are in vogue for scenes of satire, as they offer the most possibilities for a whimsical touch, being more elastic of expression than the stately painting and sculptural backgrounds.

The colored art title may be of two forms, one hand-tinted and the other photographed by the new color photography.

Other art-title mediums are crayon sketches of background, water colors and glass etching, all of which have come into practical use the past year but which have not yet been developed to their fullest possibilities.

• • •

Motion-Painting Background

A SUBDEVELOPMENT of the art title is the new system of "motion-painting background," by which paintings are used as backgrounds for scenes of action in a photoplay. Ferdinand Pinney Earle, a pupil of Whistler and a man of fine artistic training and knowledge of art values, is responsible for this innovation, which saw its beginning in 1922. But one picture has been made, Earle's version of "Omar Khayyam," using motion-painting backgrounds. I watched them making the picture and I have previewed the completed film and recommend it to you as something assuredly worth while, if you are interested in the artistic and mechanical development of pictures, and as one of the outstanding achievements of the year.

His method was as follows: With his own gifted brush and those of his corps of assistants were painted the most exquisite backgrounds, detailed scenes of Persia in the age in which Omar, the poet-philosopher, lived, these oil-paintings then being photographed and enlarged on the film. The scenes of action were shot, all right in the studio's interior, against massive drapes of black velvet or lighter colors, according to the tone of the scene. Superimposed upon the enlarged backgrounds, only an eye skilled in such things can detect that these are not real.

The most amazing feats of action were accomplished in this way. One that to my mind passes any mechanical accomplishment of the screen is a scene showing the actors crossing and recrossing a bridge. All action was shot in the studio, no exterior locations being used. Sets were employed in some instances for interior scenes, but desert, oasis, bridges, houses, a veritable small city in which human figures moved and acted, all were painted backgrounds, mostly on small canvases, with the action superimposed.

• • •

Color Photography Arrives

COLOR photography is another new factor in screen production, not yet fully developed, which had its inception during the year, and promises to attain perfection during ensuing months. It saw its greatest development in "The Great Adventure," the first film made throughout by color-photography, in which the English actress, Lady Diana Manners, made her American debut.

Filmed upon a basis of reds and greens, by means of a camera having two eyes, a red and a green one, the colors at times run alarmingly; but as a stepping stone to future progress in color photography, as an incentive to further efforts, it presented, unquestionably, a milestone in cinematic development.

Another stride ahead has been expressed in the stereopticon method of exhibition which has come near to fulfillment through the zeal of H. K. Fairall, a young inventor who has succeeded in devising a scheme for photography which gives perspective and rounds out objects to a lifelike form, reducing the flat effect usually seen on the screen. It also has the advantage that a picture thus filmed shows no distortion when viewed from any part of the theater. By means of one camera having two lenses, set apart equidistant to the eyes of human beings, he photographs scenes as they appear to the eye, using the two basic colors, red and green. Because of the necessity for the use of colored spectacles in viewing the picture when projected in a theater, his invention may not become immediately popular, but it is only a question of time until such small details are worked out for practical purposes.

Technically and artistically, as well as in a dramatic sense, 1923 promises splendid things for the industry.

Our knowledge of the arts and graces is growing. The new year will see Hollywood—from the treble standpoints, dramatic, artistic and technical—forging ahead at top speed to maturity. Then the screen will more than justify its present commercial position as the third greatest industry of America.

Chino Apple Crop

The estimate of the apple crop in the Chino district is placed at something over 50,000 boxes this season. Prices ranged from 1½ to 4 cents a pound.

Los Angeles is exporting goods directly to thirty or more foreign countries, and is importing from more than fifty foreign countries.



Sincerely yours
"Baby Peggy"

STERN BROTHERS

PRODUCERS OF

CENTURY COMEDIES

AND THEIR THREE-YEAR-OLD GENIUS

The Strangers' Banquet



is

MARSHALL NEILAN'S

Best Motion Picture—and that's saying a whole lot.

Adapted from Donn Byrne's Novel
With the Largest Cast on Record

ONE OF GOLDWYN'S BIG TWENTY

HAL E. ROACH PRODUCTIONS

1914 "Consistently Good" 1922

WHERE THE

HAROLD LLOYD FEATURES

ARE MADE

THE HOME OF

"Our Gang" Juvenile Comedies
Harry "Snub" Pollard Comedies
Paul Parrott Comedies

HAL E. ROACH STUDIOS

CULVER CITY, CAL.

A Portion of the Southland's 1922 Building Program



New County Building, Los Angeles.



New Union Oil Company's Building



Biltmore Hotel.



Hotel Christie



Braun Building

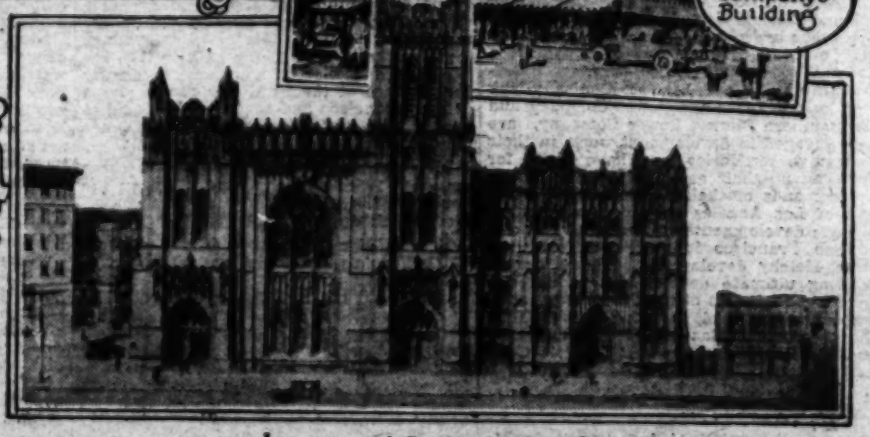


New Rosslyn Hotel





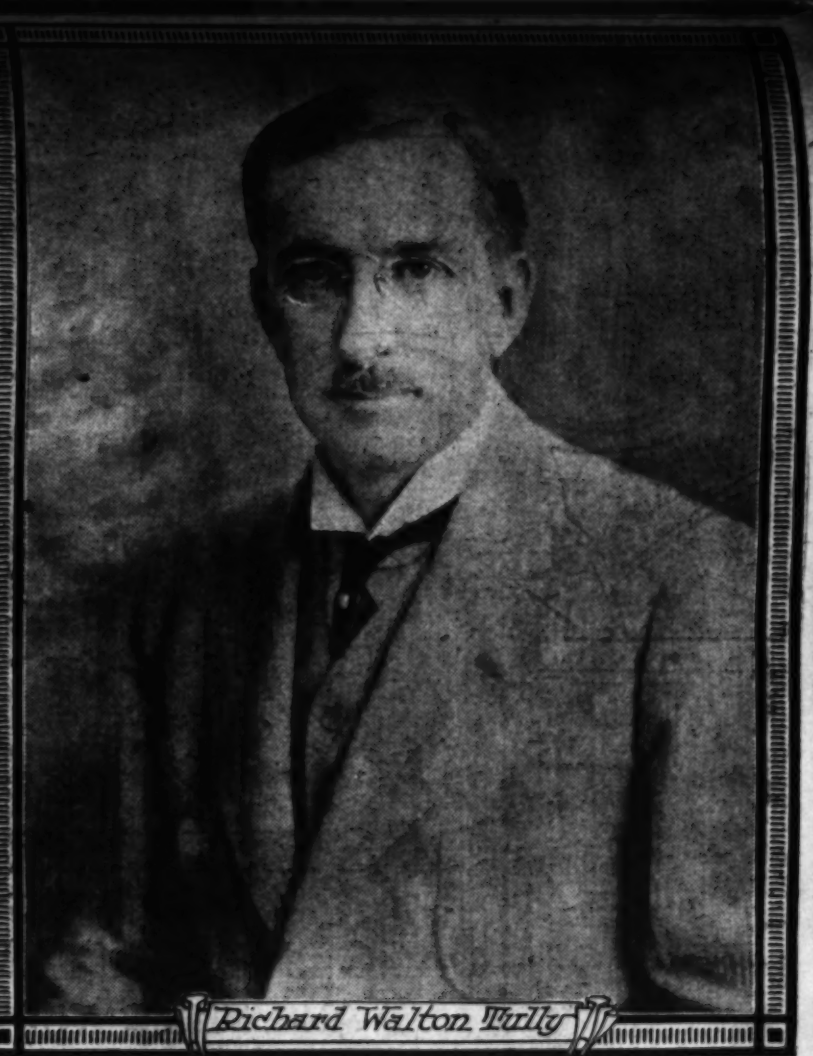
Farmers and Merchants Bank Building, Long Beach.



Immanuel Presbyterian Church



Guy Bates Post



Richard Walton Tully

To the Public:

In presenting GUY BATES POST, America's most distinguished actor, in the stellar roles of "The Masquerader," I gave to the screen a great star in a great play. The success of this photodrama is a matter of motion picture history, recorded in popular approval from coast to coast. Mr. Post has even surpassed his remarkably consistent success on the speaking stage by his attainments in the films.

In my second production, "Omar the Tentmaker," Mr. Post is surrounded by the finest cast of artists ever assembled for any individual picture, backed by a directorial staff that includes the leaders of their crafts, and in a mise-en-scene that revives all the glamorous charm of the days of Omar Khayyam.

These productions will be followed by Guy Bates Post in "Trilby," which we feel will excel even its predecessors; it, also, will be distributed to the leading theaters of the land through Associated First National Pictures, Incorporated.

(Signed) Richard Walton Tully

Be Sure to See
GUY BATES POST
in
"The Masquerader"
"Omar the Tentmaker"
"Trilby"

CLEAN PLAYS
RICHARD WALTON TULLY
PRODUCTIONS
100% ENTERTAINMENT

Director—
James Young
Art Director—
Wilfred Buckland
Cinematographer—
Georges Benoit



A Portion of the Southlands



Southern California's Mountain Playgrounds

by Ernest McGaffey



Spring



Fall

Summer

Winter

THE two poles of attraction to the lovers of outdoors and of Nature's manifold mysteries, are the mountains and the sea. The mountains, in the flying loom of the seasons, present a more varied and vivid sense of contrast than the ocean, fascinating as are the long sand stretches in the summer time, gay with color, and kaleidoscopic in the brilliancy and sense of life and motion. But there is an Olympian serenity among the mountains which admits of no rivalry, and which possesses an individuality all of its own.

Southern California's mountain resorts are found to the north, east, west and south, and their fame is growing steadily. In perhaps no other chapter of nature is there such a marked difference to be observed during the unfolding of the seasons; such a variety of contrast to be found, not only in the surroundings, but in the people who come to the mountains in the months that range from January until December.

WINTER

In the beginning of the year, when the grasp of winter is still firm on the land, the mountain lakes and resorts are frequented by only the hardy few who seek the higher altitudes for skating, ski-ing, snowshoeing and tobogganing, or taking up the last days of duck-shooting, which end with the fifteenth of January. To the uninitiated—to those who have never spent a month in the mountains at such a time, there is a rare experience in store. The snow-bound silences under towering century-old pines; the glittering sheen of ice-bound lakes, and the flight of canvas-back, red-head, mallard and teal ducks from still untrozen stretches of darkling waters.

On the dead limbs in the forest, woodpeckers pound a steady tattoo and grey squirrels crisscross the drifts with their padded tracks. Deer browse in the thickets, jumping away in stiff-legged leaps at the approach of an intruder, and like shining liquid lances the mountain streams, sparkling and icy, flash past down the rocks and on by white-mantled tree-trunks.

Sometimes a sturdy "hiker" is seen, plodding along through the snows, or a hunter with game-carrier hung with canvas-back and red-heads. Sometimes the ring of steel blades indicates the virile sport of the skaters; and the woods re-echo from time to time with the shouts and salutations of the snowshoe, ski and toboggan enthusiasts as they climb the hillsides or descend the slopes of this wintry environment.

SPRING

In the spring, the soft shoots and leafage of the deciduous trees begin to put forth their initial buddings among the mountains and the great transformational awakening of the earth commences. No pen can tell, nor artist's brush delineate the infinite languorous changes from bare branch to waving foliage; from the somber stretches whence the snow has melted, to the green-spreading luxuriance of grassy knolls and hollows, tinged here and there with the pale or delicately-colored petals of the earlier spring flowers. Almost imperceptibly this metamorphosis takes place, but the wonder and the charm of it are unforgettable.

And in these days the anglers climb the steep rises to the upper waters of brook and river, or float on the surfaces of mirrored lakes, all intent on luring the agile trout to their destruction by means of lightly-cast lures over the shimmering depths. Here the rainbow trout leaps, prince of the native-bred inland trout, while the brilliant hues of the eastern brook trout dart through the riffles of many a mountain stream and the Loch Leven and the brown trout rise to the gaudy or sober-tinted magnet of fluttering artificial "flies."

All days in spring among Southern California's mountain resorts are dream-days, fraught with the joy of living, and the indefinable tang of slow-moving change. For scarcely has the violet bloomed and the pairing of robin and bluebird begun, before a warmer wind has drifted in from the southlands, a deeper emerald has blazoned on sycamore and oak and a stateller march seems apparent in the sweeping circles of sun and stars.

SUMMER

And with this presaging hints of other days and sunnier, comes summer, blossom-garlanded and imperious, bringing to the Southern California mountain lakes and forests a seasonal page of nature's untold glories. And now the woods and mountain nooks are filled with eager recreation planners, for this, of all seasons, brings throngs of vacation-seekers to the mountains. Sunlight and moonlight shine alike on the merry-makers wandering by woodland path, or waiting by mountain peak; while drifting boat or swift-gliding canoe bears over rippling waters the devotees of oar and paddle.

Now, more than ever, the air seems saturated with a magic ichor, the wine of outdoors, the exilir vitae of the gods themselves. For Summer's hand has rocked the world to sleep, and smoothed the wrinkles in her brow of care. Now the fields of night are sown thick with stars, constellation upon constellation, blazing out in radiant brilliance, while Jupiter, Mars, Venus, Arcturus, Aldebaran, and a host of lesser luminaries, sentinel the midnight with immortal grandeur.

Into the highways and roadways leading to the mountain forests and waters now pour an apparently never-ending procession of automobiles coming and going by noon and night. Guided and directed by the signs of the Automobile Club of Southern California this concourse of visitors penetrates to the very recesses of the mountain tops and explores with never-ceasing interest the inner sancturies of forest and stream, of waterfall and wooded canyon. And as quickly as summer came following on the trail of spring, so on the fading foot-prints of summer there appears a wraith of yellowing grasses

(CONTINUED ON PAGE TWENTY-THREE)









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Where the Pacific's Breezes Invigorate

Joyous Response to the Mountain's Call

Canyon, Stream, Forest, Peak and Trail Attract and Invigorate Thousands Every Day of Year

BY FRANCIS M. FULTZ

YEARS ago it was all for the beach. When anyone took a vacation it was a "ten-to-one shot" that he sought the ocean shore. For a week-end trip he scarcely thought of anything else. If he could afford it—and often when he couldn't afford it—he had a cottage at the seaside, which he thought just about as much of as he did of his home. When he was there he would spend an hour or two in the surf and several hours on the sand, taking on the color of a lobster and a tenderness of skin that made him touchy for a week to come.

But some began going to the mountains for a change; more followed. By and by it became a fashion; now it is a habit. Probably no fewer go to the beach than formerly did, but the stream of those who seek the mountains has become a river—to some of the more easily accessible canyons, on a Sunday, a veritable flood. And the near-by mountain resorts are crowded with week-end vacationists, and this not only during the summer months, but all the year. In fact, the crowds which go at the time of the various fall and winter holidays are greater than at any other season.

There are thousands of vacation cottages scattered through the southern mountains. I don't call them "summer cottages"—although they are usually occupied at that time—because many of them are used for week-end occasions during the winter. They are of all degrees of stability and comfort. Where the material for construction can be delivered by truck they are apt to be more commodious and substantially built. Many such have cost thousands of dollars and contain "all the comforts of home." On the other hand, where the material has to be transported by pack animals, the accommodations are generally more restricted and the construction of less stable character. Yet it is astonishing what has been accomplished even under such circumstances—notably in the Santa Anita and some of the other canyons in the Sierra Madre.

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Forest Service's Great Help

THE policy of the Forest Service of leasing lots at a nominal rental and assuring possession as long as that is paid, has been a great factor in the rapid increase of summer residents in the mountains. These Forest Service lots are not only in the most desirable locations but the renter is assured of a good supply of water and a strict supervision of the district by the rangers, thus insuring sanitary conditions and a certain degree of safety and security. Water is the first need of any habitation, so wherever these places for vacation homes are not located alongside a living stream, water is piped to them.

Fuel is the one problem that is likely to arise. The right to use down and dead timber is accorded to every camper in the national forests. So as long as there are only a few campers in any locality there is usually enough fuel for all, while the natural decay of the trees keeps up the supply. But when many cottages are built within a limited area the wood supply dwindles. Fortunately, scarcely any fuel is needed for heating purposes. For cooking, kerosene seems to be most generally used where there is a shortage of wood.

Some of these Forest Service camps have grown so large that community organizations have been formed. While these organizations have no official existence, and cannot "take the law into their own hands," as it were, yet they come so close to it that offenders fail to note the absence of any such authority. And there is always a Forest Service station in the vicinity, where there is a ranger who promptly backs up the community efforts in the line of order, safety and sanitation.

• • •

Camp Active as a Town

A FINE example of these camp organizations is at Twin Peaks—formerly Strawberry Flat—in the San Bernardino Mountains. A president and other officers are elected yearly and serve as a sort of executive committee, take care of the business of the community and carry out improvements. Any lessee may be a member of the organization, and nearly all are. For three months in the summer the place has all the activities of a town. Even nightly community entertainments are held at the open-air recreation center—where there is a band stand, which is also a stage. There is a postoffice, stores and a garage, none of which does any business to speak of for eight or nine months of the year—the postoffice and store connected therewith alone remaining open continuously—but during the midsummer they are "rushed to death."

Most of the lessees are Southern California business men or ranchers, who cannot be away from their occupations long; so for the most part they are only residents of the camp for week-ends and on holidays. But as soon as school is out in June, their families go to the mountain cottages for the summer, where they stay until fall.

The Forest Service has also established many free camping places where one may set up a tent, or, if a road reaches the place, park one's automobile and stay as long as one likes. And these public camps are not "second choice" spots, either. In many cases they are the very best locations in the canyon. It is a very popular plan for families, who go out by auto for two or three weeks or a month on a vacation trip, to visit a number of these public camps, staying a few days at each and exploring the surrounding region.

• • •

Children to the Heights

IT'S a great life, especially for the children. I live near one of our large elementary public schools. Last summer I happened to be passing the grounds on the last day of school. The children were coming away from the building with such books and other things as individually belonged to them. At the steps leading down to the street, most of them stopped for a little while to say good-by to one another. Of course everyone wanted to know what everybody else was going to do during vacation, and where they were going. I stopped to "look and listen," for it occurred to me it was a good time to "get a line" on how general the summer exodus was likely to be, and whither it would trend. From what I heard, I judged that not fewer than nine out of every ten children were going to be away on a vacation trip at some period or other during the summer, and that for more than half of them the place would be to the mountains.

One indication of increased travel to the mountains for rest and recreation is the prosperity of privately owned resorts as compared with former years. This is especially noteworthy as regards those which are open all the time. The week-end winter patronage of those which are near Los Angeles, and yet far enough back in the canyons to be real mountain camps, is often up to the limit of the accommodations. And to secure winter-holiday accommodations reservations must be made far in advance.

• • •

Cities and Counties Aid

THE Vacation Playgrounds of the city of Los Angeles take care of thousands of visitors every summer. There are three, one in the Sierra Madre and two in the San Bernardino mountains. Two weeks' time is the limit of stay for any individual, so these camp accommodations are "turned over" at least seven or eight times a summer. As the expense for transportation, board and lodging is only about a dollar a day, the opportunity for a mountain-vacation trip is open to thousands who could not otherwise afford such a real mountain experience. Even at the low price it charges for these vacation trips the city manages to "break even" on the venture. The reward is in the renewed vitality which comes to many of its citizens from the sojourn close to Nature.

In the Laguna Mountains, overlooking the desert, the city of San Diego has the foundation for a municipal summer camp that in time is destined to be sought as a vacation playground by thousands of its citizens.

Nearly all the counties in Southern California have established public parks in the mountains, buying the land outright where it has not been donated by some public-spirited citizen. Foster Park, Ventura county, is one of the oldest. Los Angeles county has recently paid $60,000 for a pine-clad tract of land on the north slope of the Sierra Madre range, to be used as a public camp ground and a place for big picnic gatherings. This is one of the most beautiful spots in Southern California, and the thousands upon thousands who will visit it in the years to come will bless the memory of those who established it.

Corporations and business houses are following the lead set by city and county, and establishing mountain camps and recreation grounds for their employees. The accommodations are not gratuitous, but the charge made is only enough to cover the actual expense. The largest of such camps, that I know of, is that conducted by the Pacific Electric Railway Company near Arrowhead Lake, in the San Bernardino Mountains. In this way business organizations place their seal of approval on the "mountain habit" and proclaim a belief in the rejuvenating power of mountain air.

For many persons, the ne plus ultra of a mountain outing is in the tramping on the trails. "Hiking" has become more than a fad; it is a fixed habit. It is surprising the number of clubs there are in and around Los Angeles whose principal purpose is to foster tramping and general interest in the mountains. Their growth is astonishing. The largest is the Southern Section of the Sierra Club, with a membership of more than a thousand, which schedules a trip for almost every week-end, except during July and August—and at that time many of the members are off on the "big trip" in the High Sierras. On this High-Sierra trip, during the last summer, the tramp was nearly 250 miles and the time for the outing was four weeks. Some of the "local walks" are rather strenuous jaunts, twenty miles, perhaps, for a single day, and taking in a mile-high climb. When a holiday falls conveniently near the week-end, a three or four-day trip is planned to some more distant point, such as the San Bernardino or San Jacinto mountains.

The Y.M.C.A. not only conducts trips for its members, but also maintains permanent summer camps. Likewise the Y.W.C.A., the Boy Scouts and the Camp Fire Girls all make provision for a taste of mountain life for their members. Teachers' Clubs, high and elementary schools, and even churches and Sunday-schools have fallen into the procession that is headed for the heights. Many of them have established permanent quarters back in the canyons. Sunday-school teachers have found mountain excursions a splendid means of building up class attendance. Some take their classes on occasional week-end trips, on which they hold the regular Sunday-morning lesson session, just as if they were in the house of worship where they usually meet.

The automobile has made possible many week-end trips to the mountains that were formerly out of the question. The Sierra Club, for instance, often drives out seventy-five or 100 miles on Saturday afternoon, camps over night, makes a long tramp during the forenoon and early part of the afternoon of the next day and returns home late the same evening. The big auto busses, built to carry a score or more of passengers, along with their sleeping-bags and commissary outfits, afford an opportunity for a comparatively inexpensive trip of which many take advantage.

The electric railway, too, has brought the mountains closer to us. Los Angeles is especially favored in this respect. Practically all of the canyons on the south side of the Sierra Madre, from the Arroyo Seco to San Antonio, may be reached within two or three hours.

• • •

Find Pleasure and Health

THUS in one way or another most of our population gets a taste of outdoor life in the mountains, and garners some of the pleasure and health it brings. Getting the most out of the mountains are they who take the longer trips—although it may be only one such trip a year—rather than those who go but for a day or two at a time, even though these shorter trips be frequent; for one really only gets into the spirit of the mountains by communing with them day after day for a considerable period at a stretch.

John Muir undoubtedly got closer to the mountains than any other of the many persons who have sought the great out-of-doors in California and have written about their communion with Nature. And he not only went alone, but, with a single exception, he "knapsacked." The one exception was when he traversed the whole length of the west slope of the Sierra Nevada in tracing the distribution and extension of the Sequoias. On this occasion, at the urgent solicitation of friends, and because the trip was to be unusually long and almost entirely away from all places where supplies might be obtained, he took along a burro as a pack animal. But, in his account, he takes particular pains to tell us that the animal was a hindrance in every way; that he could have made better time without it, and that the attention it demanded detracted from his study of the mountains and the forest.

While I would not recommend going to the extremes in shunning companionship that John Muir did, I do unhesitatingly say: "Let some of your trips to the mountains be alone, or at least with not more than a single companion, so that your thoughts may turn naturally and spontaneously to the surrounding Nature: and let an occasional trip be of two or three weeks' or a month's duration, so that by constant companionship you may gain some of the exaltation of spirit and a portion of the strength of the hills which is there to be had."

TWIN FACTORS IN SOUTHLAND'S PROGRESS

Agriculture and Manufacturing and Their Relationship and Joint Growth Make Region Great

THE California Southland, of which Los Angeles is the metropolitan center, is to all intents and purposes, topographically, agriculturally and commercially, an independent principality. Should it suddenly be isolated from the rest of the world it would continue to flourish by reason of the amplitude of its natural resources and the competence of its industries. To be sure the scope of its life is much greater and better, through being part and parcel with that of the wealthiest nation in the world; the rapid development of its potentialities has been promoted by the ready availability of the wealth, the brains and the machinery, not of California alone, but of all America; and its future achievement is intimately bound up with world-wide intercourse and commerce.

Southern California possesses in itself the two chief factors in progress: it possesses many other things; but always has it enjoyed an exceedingly rich agricultural endowment, and recently it has built up manufacturing industries with products of which the total worth is rapidly distancing the total value of the raw production.

From the farms, orchards, vineyards and stock ranches comes all the original wealth. Even mineral wealth is nothing except as surplus food production renders it available for human service. The industries of the soil are the foundation of the Southland's prosperity. Its industrial life is vastly greater. But the packing-houses, the canneries, the factories, the foundries, the works and shops of various kinds, are in Los Angeles at present to the number of 4000, because the tremendous food production had invested the city ahead of them.

But there is a reciprocal relation between the agricultural and the manufacturing industries which deserves attention, and which entitles them to be called the twin factors in the Southland's progress. Although the agricultural developed first, the manufacturing sprang naturally from functioning and marketing needs created by the former. Plants arose for the manufacturing of pipes, pumps, engines and the miscellaneous apparatus required in irrigation; distance from eastern factories fostered the home manufacture of implements and tools; peculiar cultural needs, caused both by the environment and the semitropical fruits and plants, led to the establishment of fertilizer, spray and other essential industries. In another way, distance from markets for surplus production brought into existence many industries for the preservation of foods and for their conversion into commodities of commerce.

The agricultural population of Southern California grew inevitably. But other attractions combined to bring in great numbers of settlers. Some wealth was brought in at the same time; considerable flows in annually by means of the summer and winter tourists, and that added to the wealth produced from the soil very naturally promoted the establishment of still more industries, for the purpose directly or indirectly of improving the environment and serving the increasing population.

The manufacturing developments, stimulated by perennial prosperity in orchards and gardens, have reacted to the benefit of the rural interests in several ways. They have increased efficiency on the farms by catering to the needs of the farmers; they have introduced convenience and luxury where before there was little to soften the hardship of rural life; they have actually enabled the farmer to add to his princely domain most of the advantages possessed by the dwellers in cities.

Nowhere is the happy correlation between the industries of the country and those of the city in clearer evidence than here. It is as though there were a deliberate, recognized plan by which the farmers agreed to feed the city people exceedingly well, at a low cost; while those engaged in city industries; on their part, agreed to furbish up country life with a thousand new appliances, making for the comfort and welfare of the farmers. Of course no such happy conspiracy exists. Trade standards are as imperious in the sunny Southland as elsewhere; but it so happens that the country has developed in the most felicitous manner imaginable.

First in Cauliflower

California produces more cauliflower than any other State in the Union, and Los Angeles county leads all other counties of the State in production, besides boasting of the largest single planting of the vegetable in the world—the 700-acre ranch of Williams Brothers at Laguna.

HOME LIFE of TOM MIX



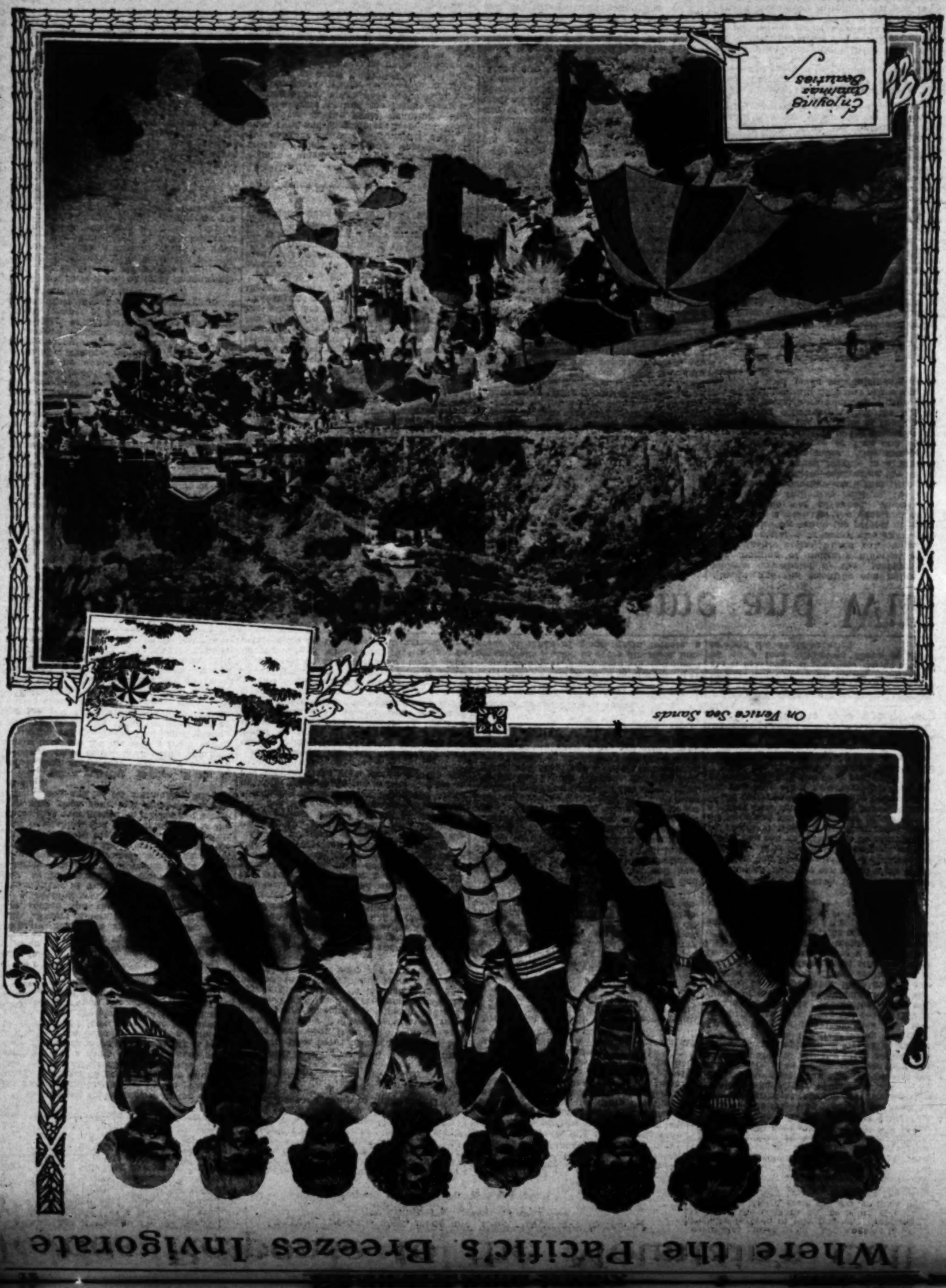
THREE PHASES of RUTH



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Joyous Response to the Mountain's Call

Canyon, Stream, Forest, Peak and Trail Attract and Invigorate Thousands Every Day of Year

BY FRANCIS M. FULTZ

YEARS ago it was all for the beach. When anyone took a vacation it was a "ten-to-one shot" that he sought the ocean shore. For a week-end trip he scarcely thought of anything else. If he could afford it—and often when he couldn't afford it—he had a cottage at the seaside, which he thought just about as

the summer, where they stay until fall. The Forest Service has also established

foster tramping and general interest in the mountains. Their growth is astonishing.

mountains closer to us. Los Angeles is especially favored in this respect. Practically all of the canyons on the south side of the Sierra Madre, from the Arroyo Seco to San Antonio, may be reached within two or three hours.

* * *

Find Pleasure and Health

THREE PHASES of RUTH



To My Dear Friends—The Wide World Over!

I do wish to take this opportunity to wish you all the happiest and most successful New Year!

You have been so wondrously kind and generous in your splendid support during my screen and stage career and I do love you one and all and want your love in return.

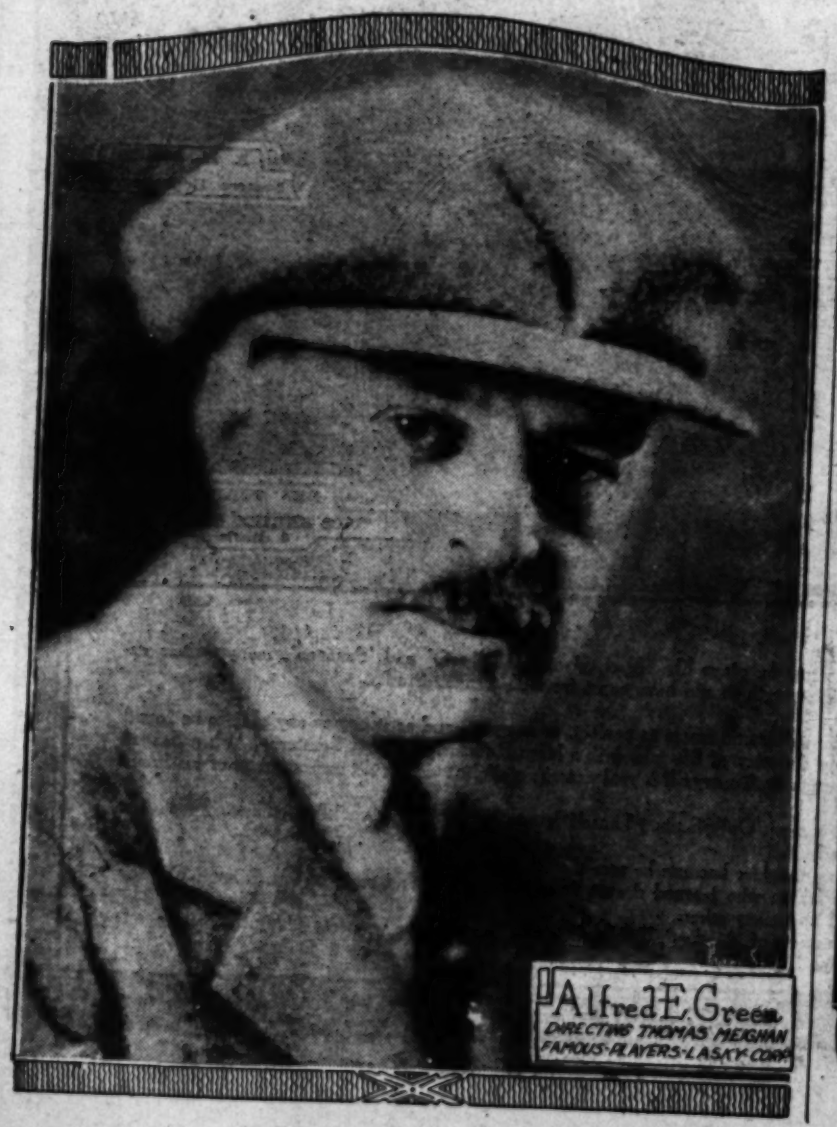
It has been my constant endeavor to keep all of my pictures clean and thoroughly wholesome and it is my intention to keep on making them better and finer.

You have enjoyed my former serials and I just know you are going to like my next release, "The Riddle of the Range" (to be released early in 1923) as well as my following production of "Ruth's Million."

Thanking you again for your loyalty and with very kindest wishes, I am,

Ever sincerely,

Ruth Roland





DEVILS which had held up the street car and robbed the passengers. His car had been followed by Motorcycle Officer Mahrenholz, who ran the car down and forced it to the curb. Mahrenholz then opened fire on the bandits, who returned the fire in an effort to kill the officer.

A resident of the neighborhood, who was awakened by the shots, ran to his door and fired three shots at the bandits as they made their escape.

The men reported to the police station that they had been held up by a lone bandit on the Boulevard at about 1:30 o'clock this morning.

ORDERED

Motor Officer Fred Hahrenholz, who was shot by a fleeing bandit, is ordered to his home by Police Surgeon E. A. Johnson after attending to the officer's injuries.

Police Chief Daly directs an automobile used in the two bullet holes penetrated to the hood to the Boulevard station.

KILLED SECOND

Fred Hahrenholz fatally injured when a street car turned over on him.

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This is the Land of Auto Campers

Seventy-five Per Cent of the Car Owners Outfitted to Go Where an Outdoor Vacation Lures Them

BY CEPH B. SADISBURY

TO THE lovers of the vast outdoors, California offers more possibilities than any other State. Here you can motor and camp month in and month out. You may paddle a canoe and dine on trout on a beautiful mountain lake one night, and the following day you may pitch your tent on the sands of the ocean where the climate is so mild for three-quarters of the year that thousands sleep in the open where they may breathe the life-giving ozone that God spreads over Southern California.

It is amazing to learn how motor camping has gripped the public in the past few years. At least 75 per cent of the automobile owners of Southern California have some sort of a camp outfit, and each year finds thousands more anxious to try it out.

Whether the camping tour be a close-to-home week-end jaunt or all the way across the continent, the pleasure derived is largely dependent upon the amount and nature of preparation before starting.

• • •

Picture That Fades

THIS motor-camping trip to many is their one vacation of the year and many pleasant hours are spent discussing the trip. Resort folders are gathered from every source and then planning is begun. After reading several of these exaggerated descriptions of wonders, they decide to go, say, to Brown's Camp, where the water swarms with mountain trout, where herds of deer roam the grounds, where quail and grouse mingle in the barn yard with the chickens, where they raise their own fruit and vegetables, and their dairy herd is the finest that ever grazed on a meadow; where you may pitch your tent alongside a babbling brook and let its murmuring lull you to sleep.

With this wonderful picture fresh in mind, they make their way to a sporting goods store to select their outfit, and here again they are fed up with a fresh supply of thrills and pleasures that await them—and with each new thrill the salesman relates a few extra useless articles are unloaded upon them.

After weeks of preparation, and in many cases months, the motor campers are ready to start; the machine is backed out and the packing begins. Here they meet their first disappointment. They find it impossible to get half the outfit on the car. Cutting down the load is necessary and they endeavor to do it the best they know how. Bundles are stowed inside and out, the passengers wedged in between parcels, and the whole resembles a moving van much more than a party on pleasure bent. Why should they worry with the beautiful picture of Brown's Camp to think about?

• • •

Discomfort of Crowding

EVERYTHING goes well for the first hour, then their cramped quarters begin to wear upon them; the bundles and bags start sliding down upon their feet, and they are constantly picking up and putting back articles that are jumping about; and, as the car rolls on through forest and meadow, the camper's mind is upon his discomfort instead of upon the charms of the country.

Evening is coming on and camp must be made for the night; the campers watch the miles fly by in their quest for a suitable place where wood, water and a clean, level space may be found. Twilight comes and it is necessary to stop without finding a desirable place. Water and wood are scarce, the ground uneven, the patent stove the salesman peddled them does not work, the new-fangled beds are hard and uncomfortable, and everything seems to be wrong.

Comes morning. Camp is broken. Repacking, the load is given more thought; a few useless articles are left by the roadside, and more comfort results. After traveling a few miles a stream is crossed where beautiful trees shade the ground and tables and benches have been placed for the motoring public.

If the motor campers had only known of this delightful spot but a few minutes ahead of them, they would have saved themselves the unpleasantness of the previous night. This is the same old story of the motor camper traveling a new country for the first time.

With a little inside information and a knowledge of the country, untold pleasures would be added to their trip. The uncertainty of where they are going to camp while on the road is disagreeable.

Several days are spent on the road by the motor campers in reaching Brown's Camp, and every night the same uncertainty confronts them about a decent halting-place, but, with all this, their spirits remain high as the picture is still before them of trout, deer, home-grown vegetables, and what not. Around the camp fire the last evening, Brown's folder of wonders is brought out and talked over—the limit of trout to be taken, the hillside covered with venison in the process of jerking, the best way to cook the quail and grouse!

And all of these fascinating dreams are shattered at Brown's Camp!

Brown had evidently picked a good printer with a high-power imagination to make up that folder, as the place could not possibly be more unlike the description that lured them to it.

The "beautiful brook" is no more than an irrigation ditch leading down through the pasture, and a trout would have to carry a canteen with him to last out the summer.

The home garden has long since been depleted and the cow gone dry. The neighbors' sheep ran the game out of the country.

This is what these motor campers find after months of much planning and hundreds of miles of travel. It's an exceptional case and extreme, but a good object lesson.

How to obtain reliable first-hand camping, hunting, fishing and road information is a hard problem the motor camper has to solve. The Automobile Club of Southern California can do this for him. It maintains an Outing Bureau covering the camp sites, hunting and fishing locations, yachting conditions, and about any accurate information anyone going on an outing desires. This is secured by its force of trained scouts who are constantly out studying conditions and gathering facts.

• • •

Greatest Motor-Camp Grounds

CALIFORNIA has become the greatest motor-camp grounds in the world. Why should it not be, since here are the finest paved roads leading in every direction, hundreds of miles of giant virgin forests, a climate that enables you to sleep out nine months of the year, where fish and game are more plentiful than in any other State, and the scenery cannot be equaled elsewhere on earth?

The motor-camping method of touring is both the newest and oldest method in the world. Although one may wonder at its enormous growth during the past few years, it is not surprising for the reason that the idea is based upon one of the fundamental instincts—the gypsy call of the open road, and the gypsy way of going. As part of this might be included the wish to get the greatest amount of fun for the smallest expenditure of money.

Some motor tourists who continue to depend solely upon hotels because they are perfectly able to pay the price regard motor-camping simply as a means of saving money. This is far from being the case Anyone noticing the thousands of tent and bed-laden cars along the road will find that a considerable proportion are machines of expensive manufacture. It is reasonable to suppose that their owners are men of some means. These realize that to camp beside a rushing trout stream, smoke their pipes of peace before a glowing fire, and then roll in for the night to the music of the water and woods, is a privilege of no small importance.

• • •

Economical Vacation

REGARDING expense, it is safe to say that anyone who can afford a car and a vacation can likewise afford a motor-camping trip. It is the most economical way in which one can go. There is no other method of travel whereby one can cover great distance and see such variety of country in a short time for so small a money outlay. If the car is in top-notch shape before starting, the only other necessary expenses are gasoline, oil and the food you eat.

With the modern equipment now to be had, such as pneumatic sleeping bags, nesting cook kits, etc., you can be more comfortable, have better things to eat and a thousand per cent more pleasure out of your trip than trying to make a hotel each night.

Above all things, get authentic information regarding the country you are going to. Do not absorb all of the "hearsay"—get it first-hand, if possible. To be steered off on a long wild-goose chase is likely to spoil the whole vacation.

New National Retreats for Tame and Wild

Proposed Park of Picturesque Desert Palms and Game Preserve on Magnificent Mountain in Southern California

ALTHOUGH Southern California is the most popular outdoor playground extant, not until recently have the wonders and merits of its more distinctive wild spots begun to attract the attention of the national government as deserving of protective legislation. During 1921 and 1922 two bills were introduced into Congress for the setting aside of wild domain in the central part of Riverside county. One was for the creation of the Palms National Monument, intended to preserve for all time the peculiar beauty and weird charm of indigenous groves of wild fan palms growing in certain canyons in the Colorado Desert. This bill has been passed and awaits only the adjustment of Indian land claims, in accordance with its provisions, to become effective. The other bill, which is still pending, but about which there is no doubt, proposes the setting aside of a primeval mountain top, strangely wild and uninvaded for being so near the cities and orchard communities of the Southland, as a scenic park for the unmolested tenancy of deer and other wild creatures, excepting only the predatory, which are natural to the region.

Of the forty-three national monuments, eight are in Arizona, six in New Mexico and four in California. The Southland possesses one of these, a spot set apart on Point Loma, near San Diego, in commemoration of the discoverer, Juan Rodriguez Cabrillo. The State affords protection to another picturesque spot on the southern coast where the Torrey Pine makes one of its three exceedingly limited and exclusive homes on earth.

One thinks of the mud volcanoes, Painted Canyon, the Valley of the Giants, Pisgah Crater, Red Rock Canyon and various other places in the desert; while in the mountains the list of beauty spots, dear to week-end and vacation fancies of outdoor joy-trekkers, from cool, graceful canyons, woodland parks, vales of holly and wild lilac, to heights of sugar pine and tamarack, is practically without end.

The Palms Monument for the desert and the Tahquitz National Game Preserve for the mountains will effect the preservation of the two gem settings, as many would declare, of the two types of scenery.

The Palms Monument embraces 1600 acres in the mouths of three canyons debouching upon the north end of the Salton Basin, in a wonderfully interesting cove of desert hills near the village of Palm Springs. The raison d'etre of setting aside this area is the presence in Andreas, Murray and Palm canyons of considerable groves of exceedingly picturesque groves of wild fan palms. This indigenous palm of America, the Washingtonia Filifera, is found only in low spots of the Colorado Desert near the Salton Sea and in a few places along the Gulf of California in Mexico.

The origin of these California groves invites a wide range of romantic speculation. It is possible that the seeds crossed the ocean from the south isles of palms to lodge in these coves and canyons ages ago when the Gulf extended far northward over the present sub-sea-level acres of the date growers. Then again, birds may have distributed the seeds. It is hardly possible that the padres started these groves, as a few incline to believe, for the reason that the palms are to be found in some of the wildest and most inaccessible situations up the precipitous slopes of Mt. San Jacinto.

As much for the exotic-like beauty and astonishing unusualness of the scenes created by these palms in their peculiar setting of rocky mineral-hued desert hills, as for their rarity, is the new monument certain to become one of the most popular sightseers' objectives in the Southwest.

• • •

Tall Canyon Processions

IN MURRAY, and more winningly still in Palm Canyon, the palms make irregular processions up the streams, densely filling the canyons in places, standing aloof in ones, twos and threes elsewhere; mirroring themselves in the pools, flaunting their Arabian arms against the bright sky; occupying niches, crags, deep crevices, in outlandish poses, wildly, luxuriantly comfortable and at home. The thick hoop-skirt thatch of dried leaves has unfortunately become the exception now rather than the rule. Fashion among the palms has not changed, but careless campers, pyrotechnic movie scenes and revelers in fire displays have all contributed toward the dismantling and blackening of the groves. But even where the flames have been hottest and worst, the palms still persist; green top-knots amazingly crown attenuated shafts of black trunk, some of the trunks clinging still more amazingly to life by slender sections of burnt-out core. The palm, unlike common trees, draws its sap of life through the center core instead of along the cambium layer next the bark. Girdling will not kill a palm, but in some of the canyon jungles where wild grape vines thrive, many are killed by being throttled by the vines on top.

It so happens that this exceedingly scenic region of the desert palms lies directly below the towering height of Mt. San Jacinto, which rises from sea level on the east side in solitary grandeur 10,805 feet into the cool zenith. This mountain top is the object of the second project being pushed for Congressional action under the name of the Tahquitz National Game Preserve. So severe are the slopes and so idyllic and primeval the vales of forest, meadow and gentle ravine near the top, that the designated area of 25,600 acres is recognized as a perfect and natural habitat for game, particularly deer and mountain sheep, while on the other hand being of no practical worth for any industrial purpose. In creating a game preserve there within a limited territory it is thought that the natural game, which has become scarce through being hunted, will multiply rapidly and spread over the adjacent territory outside the preserve, thus acting as a perpetual feeder and a game nursery for the stocking of other regions.

No roads climb to the fastness of the big game. Yet roads approach within a few miles of it on both the west and the east sides, the remaining distance being by way of steep but well-made trails. To extend roads into the territory, while possible at considerable expense, is not held to be desirable on account of the purpose it is intended to serve. Moreover, the region being accessible to anybody horseback or afoot, it is thought that the interest of the outdoor public will be served best by preserving one beautiful mountain height in Southern California uninvaded by roads and the concomitant automobiles.

The beauty and variety of the scenery on Mt. San Jacinto, the Alpine quality of the climate, and the scientific and naturalist interest contributed by the juxtaposition and merging of radically different plant and climatic zones within so few miles, were appreciated by many who knew the great peak long before the project of making it into a park for the deer and other wild animals was advanced. About five years ago a trail was built up the east slope of the mountain—until that time considered inaccessible—connecting the desert with the cool green heights in a winding distance of twelve miles. This was called the Palms and Pines or Pine and Palms trail, in graphic tribute to the characteristic native trees at the foot and at the top. It was during construction that the highest group of palms were found, in a little crevice of the mountain, 2500 feet above sea level. The first pines encountered were at about 5000 feet.

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Changes Along the Trail

THE animal life, less conspicuous, undergoes a similar modification to that of the plant. From the torrid habitat of snakes, lizards and curious birds, the way leads to the home of the squirrel, the deer and a multitude of beloved feathered songsters, with the zone of the big horn sheep and the red fox—rarely to be seen—in between. The rocks likewise change; the geologist finds a story of cataclysms, marine influences, seismic and volcanic agencies leading back to dim aeons; the nature lover is delighted by the alternating colors and formations, struck by caricatures and quaint resemblances. Not the least of the attractions along the journey are the distant views across the desert, the abruptness of the glance-off from balconies of rock seemingly hung in space to the depths straight below, and the magnificent panorama from one of several summits of the entire Southland.

The Palms and Pines Trail takes out from Andreas Canyon in the Palms Monument and ascends to Tahquitz Valley in the heart of the proposed national game preserve. From there the trail continues westward down the slopes to the summer resorts of Idyllwood and Tahquitz Lodge, in the mile-high valleys. Thence fine mountain grades wind down to Hemet and San Jacinto on the southwest side, and Banning on the northwest side.

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5 Reels

What a famous critic said about Mack Sennett—

"When Mack Sennett turned from so-called 'slap stick comedy' to put on plays like 'Mickey' and 'Molly O' and 'Suzanna', many writers expressed surprise that dramas of such sweetness and tenderness and dramatic strength should have come from the Sennett Studio.

"I do not know why they should have been surprised.

"As a matter of fact, every Sennett slap stick comedy was built upon a dramatic frame as perfect, as complete and as strong as any play to be found on the screen. The thoughtful critic realizes that Sennett's slap stick is only the story of life told with a large Rabelaisan, Falstaff gesture. When Sennett has a duke with an eye glass who gets hit with a squash pie, it is not clownish buffoonery: it is real drama; a slight twist would turn any one of his broad comedy effects into tragedy.

"Sennett's favorite joke is the fall of dignity; the silk hat that is sat upon. Only Sennett himself knows how easily he could tell the story from the standpoint of the victim and uncover the bitterness and humiliation of tragedy.

"This extraordinarily deft dramatic craftsman roars with loud rocking laughter because he sees the other side.

"From Sennett's studio have come some of the greatest stars of the screen who learned drama from hurling pies and mishaps to tall hats; Charley Chaplin, Gloria Swanson, Marie Prevost, Alice Lake, Mabel Normand and many others.

"When Mack Sennett put out plays of the dramatic power and sweetness of 'Mickey', 'Molly O' and 'Suzanna', he was only tilting the picture. It was always there in the slap stick comedies for the wise and the thoughtful."

This is the Land of Auto Campers

Seventy-five Per Cent of the Car Owners Outfitted to Go Where an Outdoor Vacation Lures Them

BY CEPH B. SADISBURY

TO THE lovers of the vast outdoors, California offers more possibilities than any other State. Here you can motor and camp month in and month out. You may paddle a canoe and dine on trout on a beautiful mountain lake one night, and the following day you may pitch your tent on the sands of the ocean where

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Several days are spent on the road by the motor campers in reaching Brown's Camp, and every night the same uncertainty

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The motor-camping method of touring is both the newest and oldest method in the world. Although one may wonder at its enormous growth during the past few

BOMBACE H. MANN

Added to ship-proof experience as a decorator, Bomace H. Mann, contracting painter and decorator, of 5611 South Vermont avenue, has made a continuous study of the advancement in his business until today he occupies an enviable position in the front rank of painters and decorators on the Pacific Coast.

In business in Los Angeles for more than fifteen years, Mr. Mann has decorated many of the finest buildings in Southern California, including the Mirremonte apartments, new Santa Monica church at Santa Monica, six of the large new school buildings now under construction in this city and many other buildings.

Mr. Mann is a specialist in foreign wall papers and carries an immense stock of them, selected with a view to high class decorative effects, as well as a complete line of domestic wall coverings.

He employs fifty expert decorators on his staff and furnishes free consultation on decorative schemes and plans, as well as free estimates.

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Now in its twenty-fourth year of successful operation and conducted under a board of directors composed of prominent business men of Los Angeles, the Harvard School (Military) goes into its quarter of a century of operation bigger, better equipped and more successful than ever before.

It ranks among the foremost military schools of the United States, and is under the direction and personal supervision of the Rt. Rev. Joseph H. Johnson, bishop of the Episcopal diocese.

Grouped around a ten-acre campus in a beautiful and healthful location are numerous fine buildings. Every department is equipped amply for a complete educational, military and athletic training. The institution prepares boys to enter the higher universities, or—if the student desires to go directly into the business world, he is prepared with a well-rounded secondary education.

The military work of the school is not permitted to outweigh the mental and moral training, but is carefully carried out in the most efficient manner.

The U. S. Government designated this school as a reserve officers' training unit, junior division, making its graduates eligible for army commissions.

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Building its business on quality of product and prompt attention to orders for paper and stationery supplies, the Los Angeles branch of the Zellerbach Paper company continues its success of previous years.

The Los Angeles branch is one of twelve branches on the Pacific Coast, and is located at 212-220 South Los Angeles street.

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Thos. L. Woodyer
President and Manager
Write For Reservations

A Tip to Walnut Growers

Walnut trees which are not irrigated after August 15 may be expected to mature earlier, and thus avoid frost injury.

Pomona Peach Crop

The peach crop in the vicinity of Pomona aggregated 40,000 tons for the season, which is the largest of any season in that locality.

A MESSAGE

to the film-going public — in other words, the American people:

¶ Individuals and organizations are rightly judged by the company they keep and their business associates.

¶ The roster of independent producers and stars who film their motion picture offerings at the United Studios, with the thorough co-operation of our experts and their resources, is the list of America's finest and most popular screen leaders.

¶ Thirty-four acres of ground, scores of buildings, millions of dollars' worth of equipment and properties, highest-paid experts to advise on all production affairs — this is

UNITED STUDIOS'

contribution to the film entertainment of the world.

(Signed) M. C. LEVEE,
President, United Studios, Inc.



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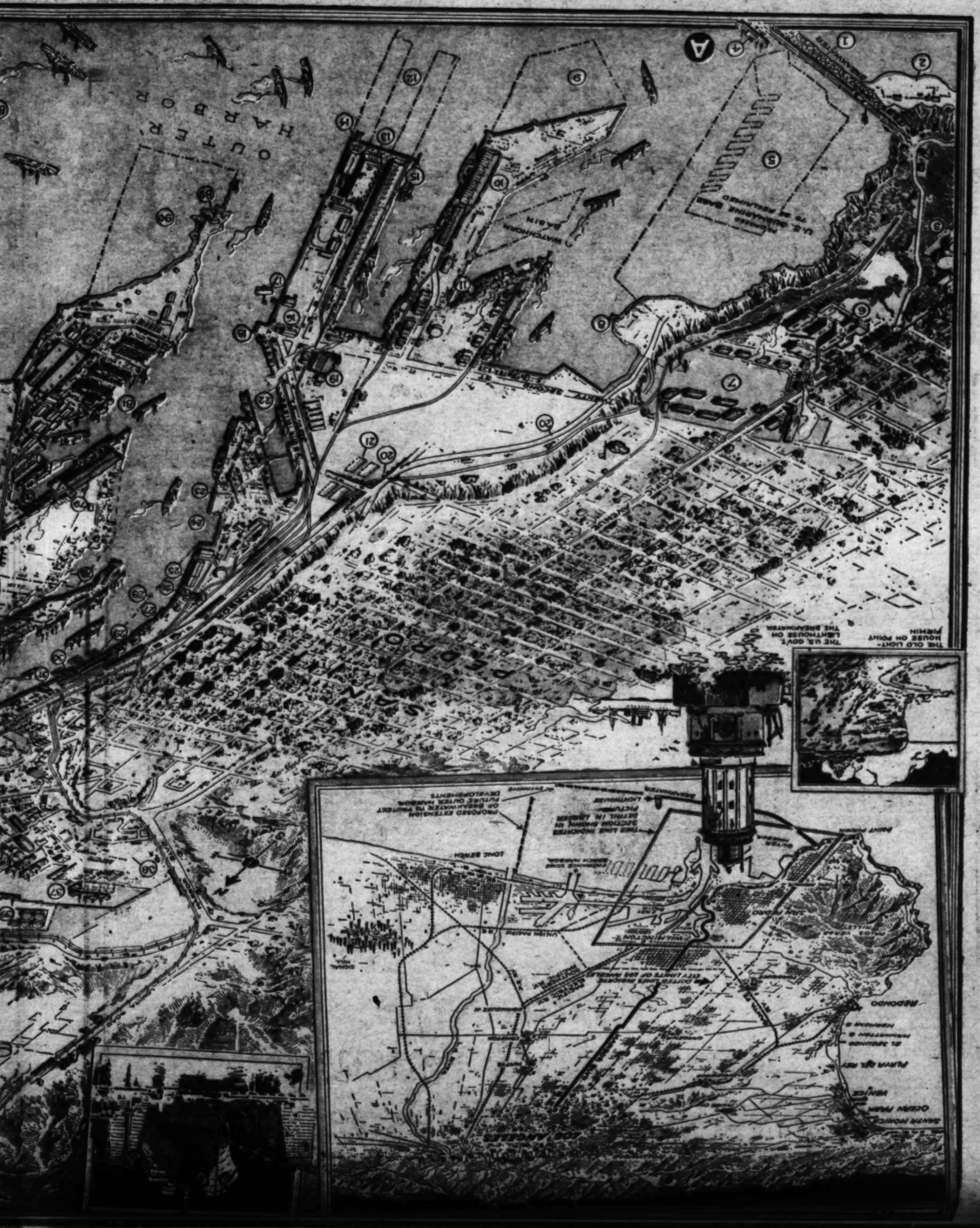
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Los Angeles Times

ETERNAL POWER



Los Angeles Harbor

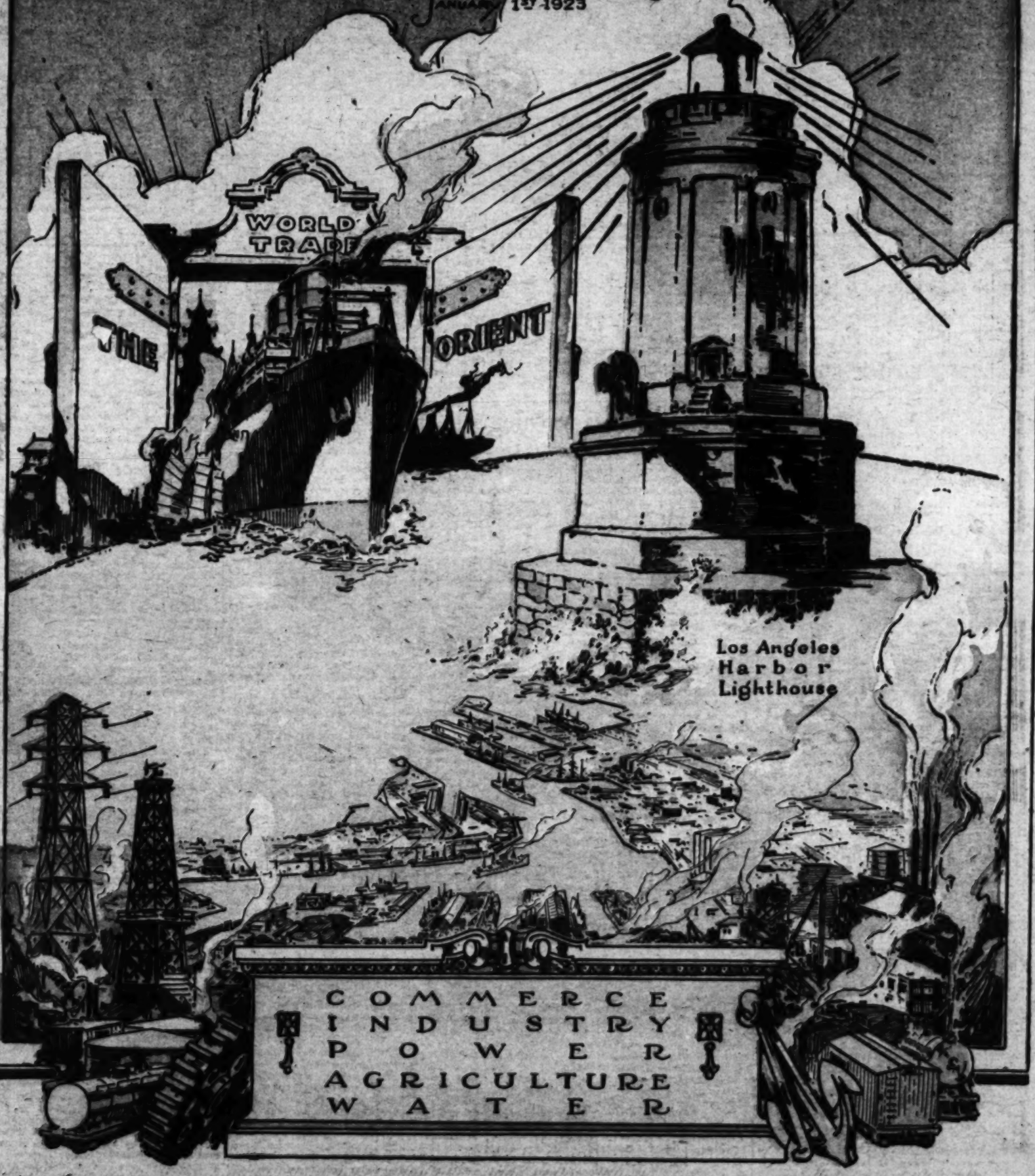
This remarkable drawing by Charles H. Owens accurately portrays the harbor with all its improvements in detail. Mr. Owens had the assistance of the Los Angeles Harbor Board and of engineers familiar with the harbor, with the result that the map is correct down to the finest detail. The dotted lines show improvements adopted or under way but not yet completed. A proper conception of the size of the harbor is obtained by noting that the distance between A and B on the map is approximately five miles. Explanation of the map by numbers to correspond with numbers on the map is printed on page 23 of this section.

Los Angeles Times Annual Midwinter Number

PART I

PRICE 15 CENTS

JANUARY 1ST 1923







ETERNAL POWER
Behind
CONTINUED PROSPERITY

In the High Sierra an organization of experts has been working night and day and will soon have ready for operation two new plants giving Southern and Central California

125,000 Additional Horsepower

This amount of power will furnish employment for 45,000 men, will irrigate 157,000 acres and light 31,000 homes, making possible the addition of $210,000,000 to the wealth of this territory.









Our 1923 Greeting

To the New Merchant,
The New Manufacturer,
The New Rancher and
The New Home Builder—

YOUR POWER IS READY

Southern California Edison Company

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Millionaire
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DBBED

Quarter Billion Dollars in New Buildings

Half of That in Los Angeles City, Which Stands Third in Country for the Year

BY E. O. LEAF

A QUARTER of a billion dollars has gone into new buildings in Southern California during the past twelve months, a record that stands unequalled in any similar area of equal population of the entire country. In the rich and flourishing territory stretching from Fresno to the great Imperial Valley, and from the coast to the eastern boundaries, new homes, factories and commercial buildings, to the value of $250,000,000, have been built since January, 1922. These figures are compiled from the records of the communities lying within this area, and they do not include a large amount of building which has been done by many communities still too small to come under the classification of incorporated towns.

Nearly half of this great total is represented by the building activity of Los Angeles alone. Los Angeles, with December conservatively estimated, established a total of more than $120,000,000. Forty-seven thousand permits, representing the erection of buildings of all types, from the modest bungalow to great downtown office buildings, were issued in the city of Los Angeles in the twelve months' period just closed.

The period of tremendous activity, which has culminated in the astonishing record of 1922, began in 1919, immediately after the close of the European war. In that year permits reached a valuation of $28,000,000, a gain of $20,000,000 over the last year of the war period. The following year, 1920, the record jumped to $80,000,000, and 1921 closed with a total of more than $82,000,000. The past year more than doubled the record of 1920, which, itself, stood as the culminating point of twenty years of growth and prosperity.

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An Unchallenged Record

FROM a building record of $2,500,000 in 1900 to $120,000,000 in 1922 is an achievement that will probably stand unchallenged among cities of the United States.

Were the buildings erected within the city limits of Los Angeles placed side by side, they would line both sides of a street stretching almost from Los Angeles to San Diego. During the year new buildings erected had a total frontage of 1,138,000 feet, or approximately 234 miles. Place these structures side by side and they would line one side of the State Highway from Los Angeles to Fresno.

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In Los Angeles City

FOR the major portion of the year Los Angeles has consistently held third place among the large cities of the country in point of building activity, outranked only by New York and Chicago. During the first three months of the year Los Angeles held third place, but in May the city was outranked by Detroit, and Los Angeles took fourth place. In June Philadelphia took third place, in July both Cleveland and Philadelphia outranked Los Angeles, and during August and September Detroit and Philadelphia, respectively, held third and fourth place, both of these cities edging Los Angeles out of third by a narrow margin. During the latter months of the year honors of third city again went to Los Angeles.

One city only, and that a sister community located only twenty-two miles away, beat Los Angeles for the record among larger cities of the country in the matter of per-capita building operations. For every resident of Long Beach, approximately $190 worth of new construction activity was carried out during the year. Per-capita construction in Los Angeles was about $150, nearly twice that of any other city of equal population in the country.

Building operations in Los Angeles started off on a large scale in January, when permits with a valuation nearly twice that of January, 1921, were issued by the building department. In March, despite inclement weather conditions, almost $11,000,000 worth of permits were issued, and the high point of the year, and, in fact, in the history of the city for a single month, was reached in April, when the valuation of permits reached $12,959,086. The remaining eight months averaged around $10,000,000 each, with the second highest monthly record in the history of the city established in October, when permits valued at $11,580,427 were issued.

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Great Residential City

EVIDENCE that Los Angeles is rapidly becoming a great residential city is contained in the fact that 40 per cent of the permits issued, and approximately 59½ per cent of the total valuation, represents the erection of homes, flats and apartment-houses. Nearly half of the new buildings erected during the year were of a type that will provide accommodations for the rapidly growing population of Los Angeles.

Housing facilities for more than 22,000 families, or approximately 100,000 people, were provided in Los Angeles through the building activity of the year. This estimate does not include the large number of accommodations provided through the erection of hotels, additions and temporary dwellings for which permits were not issued. Through these structures, accommodations for an additional 30,000 people have been afforded, it is estimated. More than $60,000,000 went into the construction of dwellings of the various types listed by the building department during the year, and more than $30,000,000 was employed in the construction of single-family dwellings, which numbered approximately 15,000.

Mercantile buildings loomed large in the year's total, about 300 of these structures, valued at approximately $11,000,000, having been erected during the year. This classification does not include office buildings, of which there were sixty, valued at nearly $5,000,000.

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Industrial Expansion

THE industrial expansion of Los Angeles, one of the predominant features of the year's activity, was in healthy proportion to the growth of population, as reflected in the figures of the building department. Permits were issued during the twelve-month period for more than 170 industrial and factory buildings, valued at approximately $2,000,000. The expansive building program undertaken by the Board of Education at the beginning of the year was carried into effect, as is shown by the fact that more than eighty school buildings, carrying a valuation of about $4,000,000, were built in the city.

Warehouses, which are not included in the industrial classification, numbered 134, with a valuation of nearly $3,000,000. The continued growth of Los Angeles Harbor was evidenced by the erection, during the year, of nine new wharves, costing about $1,000,000. Twenty-five hotels, involving an expenditure of more than $6,000,000, were erected during the year.

The story of Los Angeles is the story of practically every community in the Southwest; with very few exceptions every incorporated town and city showed a remarkable gain in building activity, and in many instances the record of 1921, itself a record-breaking year, was doubled.

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Long Beach Supremacy

LONG BEACH, which outranked Los Angeles in per-capita building activity, established a total of which cities several times her size could well be proud, for Long Beach closed the year with a record of more than $15,000,000. In February building operations started on a large scale, and until June every month was a record-breaker. Like Los Angeles, Long Beach reached the highest point in its history in April, during which month there were 350 permits, with a valuation of $2,475,597, issued. The mid-summer months, July and August, were rather quiet, but September saw a great revival, which continued for the remainder of the year.

Glendale, essentially a residential community, which, with apparent justification, claims to be the fastest-growing city in America, ran up a total of $6,250,000, a gain of approximately $1,250,000 over 1921. April, again, was the record-breaking month, with a total of $1,022,699, a remarkable achievement for a community of 20,000 people. Several notable structures were erected, including a fine intermediate school, a beautiful women's clubhouse, two fine churches and a number of handsome commercial buildings.

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San Diego, Pasadena

SAN DIEGO established the greatest record in its history with the exception of the exposition year of 1915-1916. The 1922 figure, with the last month estimated, was close to $10,000,000, about 50 per cent of which went into the construction of new homes. Among the larger building operations of the year were the new Pantages Theater Building, erected at a cost of $1,300,000; the Woolworth Building, and several other fine commercial structures. The influx of new residents, indicated by the house-building activity, is attributed largely to the community-advertising campaigns of the San Diego-California Club, and to the publicity given the city by the railroads, which are featuring the new and direct route to the city from the East and South.

Building operations in Pasadena reached a total of nearly $10,000,000 by the close of the year, a gain of $2,921,251 over 1921. No accurate classification of Pasadena permits is available, but it is estimated by building-department officials that approximately 85 per cent went for commercial structures, erecti... *t* residential buildings. About 10 per cent went for commercal structures, and the remaining 5 per cent was obtained from the erection of public or semipublic institutions. One of the outstanding achievements of the year was the Tournament of Roses Stadium, built in the Arroyo Seco at a cost of $280,000. Other important structures included a new First Methodist Church, a Universalist Church, a Catholic Church, the Gates Chemical Laboratory and the Norman Bridge Laboratory of Physics at the California Institute of Technology, and many other fine buildings.

Alhambra, a thriving community at the gateway of the San Gabriel Valley, took its place among the leading communities of Southern California in point of growth of population, industries and business. In the two years which have intervened since the census was taken, the community has doubled its population, according to authoritative estimates, Alhambra now claiming a population of 20,000 people. In 1922 new buildings to the value of $2,578,283 were erected, more than twice the 1921 record. The erection of new homes was the outstanding feature of the year for Alhambra, as was the case with so many Southern California communities, permits for 803 houses, with a total valuation of $2,221,000 having been issued in the first eleven months. The city had a remarkable industrial development during the year, one of the most important developments being the removal of the C. F. Braun Company, manufacturers of heavy steel products, from San Francisco to Alhambra, on account of the labor problems incident to manufacturing operations in the northern city.

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The Bay District

DEVELOPMENT in the bay district, comprising Santa Monica and Venice, overshadowed any previous year in the history of these communities by a wide margin. Records were established in nearly every sphere of business activity. Many fine civic buildings were erected, miles of new boulevards were built, and building operations overtopped all previous years. In Venice permits for the year totalled $2,300,000, and Santa Monica established a record of approximately $4,000,000, nearly double that of the preceding year. In both cities permits for dwellings represented more than three-fifths of the total valuation.

Santa Ana closed the year with a total of about $4,000,000, as against a record of $2,000,000 during 1921. About 1000 new homes were built in 1921, and several public buildings, including a new Hall of Records, three elementary schools, additions to the high school and a new Christian Science Church, were completed. Several new industrial buildings, including a structure for the Excelsior Creamery Company, a building for the Santa Ana Commercial Company, an addition to the plant of the California Crate Company, and a new plant for the P. R. and V. Products Company, manufacturers of valves, were started during the year. Orange, a sister city of Santa Ana, closed the year with a total of more than $1,000,000, the major portion of which went into the construction of new residences. During the year, however, work was started on a fine business block, a new plant for the California Wire Company, a building for the Orange County Fruit Exchange and two new elementary schools.

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San Bernardino, Pomona

SAN BERNARDINO, in common with other cities of the Southland, shattered all existing records with a building total for the year of $2,500,000, as compared with $1,780,000 in 1921, the previous record year. In addition to extensive improvements at the Santa Fe Railroad shops, a $250,000 municipal auditorium was started in Pioneer Park, several fine business blocks were built and the Southern California Ice Company erected a storage plant at a cost of $175,000. The Santa Fe has also announced its intention of erecting further additions to its shops, this year $500,000 having been set aside for this purpose.

The year just passed will go down as a memorable one in Pomona building history, Exceeding any previous year by more

NEW $7,000,000 HOTEL

WHILE 1922, like the preceding year, was pre-eminently a year of home-building activity, the erection of big centrally located commercial structures did not lag, and the new office, loft and hotel buildings actually started make an impressive aggregation.

The year 1921 had its Ambassador Hotel, a $5,000,000 structure erected in the Wilshire district, but 1922 saw work started on the new $7,000,000 Biltmore Hotel, a project inaugurated through the initiative of forty leading business men, who saw the need of a great, centrally located commercial hotel. Property at the corner of Fifth and Olive streets was obtained; in April the permit was taken out, and at the present time the great steel skeleton of the building dominates the skyline of the business district.

Remarkable progress in the construction of the building has been made; the contractors who are visualizing in brick, stone and steel the dreams of the founders of the hotel, are carrying the work forward with all possible speed. The Biltmore, which will be the largest hostelry under one roof in the West, will be without peer in its finish and appointments, and that its management will be conducted along the most modern lines is assured by the fact that the hotel will be operated by the same group of men which own and operate the great Biltmore chain of hotels in New York. In November of this year, John McE. Bowman, president of the Biltmore Hotel Corporation, will come to Los Angeles to open formally the new hostelry, the first Biltmore Hotel to be erected in the West.

On the Cutts property, at the southeast corner of Seventh and Hill streets, one of the most valuable properties in Los Angeles, the Sun Drug Company, early in the year, started the erection of a handsome office building, and in November the company opened a new store on the first floor of the structure. The Trask property, on the west side of Spring street, between Sixth and Seventh streets, was leased in March to a San Francisco syndicate for a ninety-nine-year period, and soon after the erection of a fine height-limit office building, a portion of which will be occupied by the California Trust Company, was started.

One of the year's largest building projects, the new Fifth Street Store Building, at the southwest corner of Fifth and Broadway, has made rapid progress, and a few more months will see the completion of the building, one of the largest of its kind in the city. The first unit has been completed and occupied, the second unit is well under way, and the third unit will be started in the near future.

At the southwest corner of Eighth and Spring streets, a twelve-story office and loft building, representing an investment in excess of $750,000, is nearing completion. This structure, to be known as the Lane Mortgage Building, was built by W. W. Paden and C. H. Price. During the early part of the present year the Southern California Music Company will move into the new seven-story, class-A building which the company is building on ground leased for a long term of years from Carleton F. Burke at 806-808 South Broadway. The Starr Piano Company is also erecting a fine twelve-story building on the east side of Hill street, just north of Seventh street, and the Southern California Telephone Company, during the year, built a large ten-story building on the east side of Hill street, between Seventh and Eighth streets.

Two of the largest projects of the year were the new buildings for the Bank of Italy and the Union Oil Company, the former at the northwest corner of Seventh and Olive streets, and the latter at the northeast corner of Seventh and Hope streets. These two structures represent an investment of several million dollars.

These are but a few of the important commercial buildings started during the year; the list could be continued almost indefinitely. During the latter months of the year, plans were announced for a number of great building projects which will be carried into execution this year. Outstanding among these is the plan for two great office buildings, connected by an arcade, on the site of Mercantile Place, a historic property which runs through the entire block from Broadway to Spring street, between Fifth and Sixth streets. This project will represent an investment of about $5,000,000.

The Rosslyn Hotel will build a big addition to its present establishment, having leased the southwest corner of Main and Fifth streets for this purpose. When the addition is completed, the Rosslyn will be the largest hotel on the Pacific Coast, not excluding the Biltmore. Other projects to be carried out include a $1,000,000 apartment-house at Wilshire Boulevard and Berendo street, extensive additions to the Good Samaritan Hospital, a doctors' and physicians' building on Hope, between Fifteenth and Sixteenth streets; a new church for St. Paul's Pro-Cathedral, an office building at Eighth and Spring streets, to cost approximately $1,000,000; a big apartment-house at Wilshire and New Hampshire, an office and loft building at Sixth and Lebanon streets, and other buildings in the central business district too numerous to mention.

A NEW SUBDIVISION A DAY

AN AVERAGE of one new subdivision opened on every working day of the past year indicates, to some extent, the magnitude of realty operations within the city of Los Angeles during 1922. Not only have new subdivisions been opened with a hitherto unexampled rapidity, but the owners and subdividers report remarkable sales from the new tracts. These subdivisions range in size from small holdings of one or two acres to properties of several hundred acres in extent. From data at hand, it is impossible to state any idea of the amount of land subdivided into homesites, but the acreage, it is certain, would run into several thousand acres.

There is no reason why women should not make a specialty of bee culture. There is, during a part of the year, a large amount of work connected with the colonies; this work centering around the filling, but that has, to a large extent, been obviated by the use of hive carts. The main reason that women seem to prefer some other mode of reaching the financial goal than by the best route, is the fear of stings, but, as a rule, women bee-keepers are no more nervous than men.

sweet honeysuckle, was the best in the country.

In Ontario permits to the value of $1,100,000 were issued, as against the 1921 total of $700,000. The year's activities reached a total of $1,225,000. Public improvements, including the new high school group, city comfort stations and county fair buildings, were made at an expenditure of more than $500,000. One hundred and fifty new houses, costing about $300,000, were erected during the year, and work was started on the new plant of the Tractor Adding Machine Company, which has moved its headquarters from Detroit to Southern California.

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BILTMORE HOTEL



5TH ST. STORE BUILDING



AUTO CLUB OF SO. CAL. BLDG.

Quarter Billion Dollars in New Buildings

Half of That in Los Angeles City, Which Stands Third in Country for the Year

A QUARTER of a billion dollars has gone into new buildings in Southern California during the past twelve months, a record that stands unequaled in any similar area of equal population of the entire country. In the rich and flourishing territory embracing Los Angeles, Orange, Riverside, San Bernardino, Ventura and Santa Barbara counties, the year's activities reached a total of $251,000,000. Public improvements, including the new high school groups, city comfort stations and county fair buildings, were made at an expenditure of more than $500,000. One hundred and fifty new homes, costing about $500,000, were erected during the year, and work was started on the new plant of the Teeter Adding Machine Company, which has moved its headquarters from Detroit to Southern California.

In Ontario permits to the value of $1,100,000 were issued, as against the 1921 total of $630,000. The majority of the year's permits were for new residences, 215 buildings of this classification having been started. Among the more important projects were the new Junior High School, the Security State Bank Building, a warehouse for the Ontario Feed and Fuel Company, additions to the cannery of the California Growers' Association, and the new I.O.O.F. hall.

South Pasadena issued more permits in the month of October of the year just passed than for the entire year of 1915, an indication of the growth of the city. The year's total was more than $1,750,000, while the preceding year's permits amounted to $1,042,321, a mark passed early in September of 1922. More than 300 new residences were built, 120 garages, twenty business buildings, three churches and four new school buildings. Residential construction was largely of the better class, new homes built averaging over $5000. A number of the new dwellings ran from $13,000 to $25,000, and several large bungalow-courts and apartment-houses were built at a cost of $30,000 or more.

* * *

Huntington Park, Anaheim

HUNTINGTON PARK, a growing residential and industrial community on the outskirts of Los Angeles, closed the year with a building total of more than $1,250,000, of which only $2450 went for school construction. The remainder represented the erection of new business blocks, new residences and improvements to buildings owned by individuals or by corporations. "During the year there were thirty-eight permits issued for the construction of business blocks and factory buildings, valued at $315,424, while residence permits mounted to 276, with a valuation of $778,000. There were also a number of factory buildings erected just outside of the boundaries of the community which therefore do not appear in the totals.

Anaheim established a record of $1,506,891 for the year, an increase of $250,000 over 1921. During the twelve-month period 694 permits, calling for the erection of fifteen business houses, 250 residences, four public buildings and 270 garages, additions and improvements were issued. One of the most important structures now under way is the new City Hall, being built at a cost of $225,000. Almost one home per day was started at Anaheim during the year.

Whittier doubled its 1921 record, closing the year with a total of more than $2,000,000, as against $781,808 during 1921. There were 677 permits issued in 1922 as compared with 423 in 1921. A general classification of the permits for the year shows that $240,000 was spent for new school buildings, $140,000 for churches and the remainder for residences, substantiating Whittier's claim to the title of City of Homes. The apex of building expenditures was reached in August with a total of $324,000, closely followed by the March record of $317,115.

That Hermosa Beach is keeping pace with the progress of other Southern California cities is reflected in the big increase of building permits issued in 1922, as compared with the previous twelve months. Not a single permit in excess of $48,000, out of a total of $785,495, was issued during the year. Business buildings figure largely in the activity of the year, although three large apartment-houses and many residences were erected. The Hermosa Beach Chamber of Commerce, through its City Planning Commission, is at work on a complete zoning and city-planning ordinance which, it is believed, will further stimulate building activity, and will preserve investments of more than $3,000,000 which have been made in Hermosa Beach during the past five years.

And the same story can be told of nearly every community in Southern California. Monrovia closed the year with a record of more than $1,000,000. Santa Barbara set a distinct high record, with permits to the value of $4,000,000, as against $2,260,000 in 1921. During the year three new commercial hotels were erected and extensive additions to another of the principal hotels were made.

* * *

Santa Barbara Active

SANTA BARBARA started on an era of building development unique in the history of cities, for, with the creation of the so-called "Street in Spain," which will include a group of Spanish-type shops, a city hall and a newspaper office, it is expected that the transformation will spread steadily to the main business streets of the city. Much of the construction planned for the "Street in Spain" will be in the way of restoring ancient adobe buildings. One land owner expects to expend about $500,000 in this venture.

Neighboring cities of Santa Barbara have shared the prosperity which has characterized the year. Ventura closed the year with a total of more than $350,000, and Santa Maria, northernmost community of the county, established a total of $765,000, with Lompoc, the third largest town in the county, showing a record of $500,000. Improvements at Carpinteria, Orcutt and other sections are estimated at $600,000 in value.

San Luis Obispo, to the northward, closed the year with an increase of nearly one-third in the number of building permits over 1921, and with a valuation of $577,000. Residence construction predominated here also, although a fine hotel, costing $160,000, was started, and is now nearing completion. Two new grammar schools were completed, and a third school, the Emerson, was completely remodeled and renovated.

The rich San Joaquin Valley, of which the southern portion is tributary to Los Angeles, has done its share to keep the white spot white, for Fresno, Bakersfield and other communities in this territory have made big records. For Fresno alone the building activity of the year exceeded $6,000,000 and Bakersfield, the second largest community in the district, ran close to $2,000,000. The Bakersfield Elks, in November, took out a permit for $300,000 for a new club building, and the Masonic lodge started the erection of a temple to cost approximately $300,000.

* * *

Kern and Tulare Counties

TAFT, near Bakersfield, ran up a total of more than $600,000 during the year, as compared with a total of $429,000 during the previous year.

Decided advancement was made in building activities throughout Tulare county, special development being found in the erection of new schools and in the improvement and enlargement of old buildings. Visalia, the county seat, reported a total of ninety-eight residences at an estimated cost of $265,000, a new bank and office building erected at a cost of $300,000, and sixty-five miscellaneous structures built at a cost of $199,000.

In Tulare 271 permits were issued, the largest being for the new Hotel Tulare, which cost $225,000. Other important structures were a cold-storage plant, new post-office, garages and business houses.

A total of 253 permits, valued at $910,900, of which $198,000 was spent for public buildings, was the record made by Dinuba, while Exeter, since July, when the building department was created, established a total of $72,415. Permits for the first half of the year, together with the permit for the new Exeter Union High School, costing $150,000, will bring the final figures up to $500,000, it is estimated.

Porterville closed the year with $681,645 worth of permits issued, as against $225,000 in 1921. The 1922 year's record includes the new Porterville Union High School, which cost $348,000, the Elks' Club and the Home Bank Building. Fourteen business buildings were erected, the remainder of the permits being for residences.

At Lindsay 116 permits, carrying a valuation of $400,000, were issued. Residential construction led with a total of 107 permits. Eight business buildings and one public institution are included in the total.

The estimate of $250,000,000 for the Southwest, compiled from the official totals of more than forty communities, does not include a great amount of building done in the country districts, outside of the incorporated towns. The great rural territory immediately adjacent to Los Angeles has kept pace, in proportion, to the activity carried on within the incorporated towns, but there is no way of reaching a conclusion as to the value of the improvements in the country districts.

A NEW SUBDIVISION A DAY

AN AVERAGE of one new subdivision opened on every working day of the past year indicates, to some extent, the magnitude of realty operations within the city of Los Angeles during 1922. Not only have new subdivisions been opened with a hitherto unexampled rapidity, but the owners and subdividers report remarkable sales records. An interesting and significant feature of this phase of Los Angeles real estate activity, is the fact that a large percentage of the buyers in these tracts are bona fide home builders; a large percentage of the new homes, for which permits were issued last year, were built in recently opened subdivisions.

In the past two years 621 maps of new subdivisions have been submitted to the City Engineer's office for approval. During the month of November alone, the City Engineer received maps for thirty-five new tracts, all located within the boundaries of Los Angeles, an average of more than one per day.

Throughout the past year this activity has been carried on more consistently than during 1921, when this type of development work was carried on more spasmodically. The lowest number of subdivisions opened in any one month during 1921 was eleven, while the highest number was forty-seven. In the past year the lowest number was twenty-two, while the high point was established in October, with a total of thirty-nine new tracts. These subdivisions range in size from small holdings of one or two acres to properties of several hundred acres in extent. From data at hand, it is impossible to gain any idea of the amount of land subdivided into homesites, but the aggregate, it is certain, would run into several thousand acres.

The same condition exists in the county. In 1921 there were 630 subdivision maps recorded in the county offices; during 1922 there were well over 900 of these maps, of which about 500 were for properties outside of the city limits.

During the past year subdivision activities have been evenly divided between the eastern and western sections of the city. On the eastern side hundreds of acres, adjacent to the rapidly growing industrial districts, have been made available for home-builders of modest means. To the westward, in the Wilshire and Hollywood district, large areas have been cut up into sites ranging from quarter acres to homesites of several acres in extent, and a great amount of this property has passed into the hands of the home builder. Even in the San Fernando Valley, a district of moderately large ranches, the trend toward smaller holdings is making itself felt; several large properties have been subdivided into smaller units, and it is expected that this field will be more extensively developed during the current year.

THOUSAND DOCUMENTS DAILY

IN LINE with the tremendous real estate and building activity of the year; in fact, further evidence of the extent to which these activities have been carried on, is the number of instruments which have passed through the County Recorder's office during the year. An average of 1000 of these documents have been sent to the Recorder every working day of the year, the year closing with a total of 325,000 instruments received. The great majority of these documents relate to building or to real estate transfers, since the figures compiled by County Recorder Logan do not include instruments relating to births, marriages or deaths.

The year 1912 can be taken as a representative year for Los Angeles, in making a comparison, since that year, preceding the war period, was a normal one in every respect. During 1912 there were 155,000 documents filed with the County Recorder. The following year, 1913, closed with approximately the same number, but in 1914 there occurred a decided drop, which continued until 1918, when there were only about 110,000 instruments recorded.

The following year, 1919, showed a great gain, closing with an increase of 50 per cent over 1918, and an 8 per cent gain over the high point of 1912. In 1920 there was an increase of 52 per cent over the previous year. A slight decline, averaging about 1 per cent, occurred in 1921, but at the beginning of the past year the great increase in the amount of business handled and recordings rose from 250,000, the 1921 level, to 325,000, an estimated gain of more than 28 per cent.

This tremendous gain in business is attributed by the County Recorder directly to the activity in the real estate market; it is estimated that more than 80 per cent of these documents relate to property transfers or to building operations. No accurate estimate could be given as to the amount of money involved in these transactions, but a careful check would reveal a total of several hundred millions of dollars, it is believed.

BEE-KEEPING FACTS IN SOUTHERN CALIFORNIA

BY ALLIE SCHULTZ

ONE of the least-known, but most profitable occupations for the man of small means is bee-keeping.

A few facts regarding bees may be of interest to the man or woman whose ill health compels an outdoor life; or the person who arrives here with but little capital for investment.

The California mountains, with their covering of fragrant wild flowers, the pungent odor of wild sage, the alluring call of the

There is no reason why women should not make a specialty of bee culture. There is, during a part of the year, a large amount of work connected with the colonies; this work centering around the lifting, but that has, to a large extent, been obviated by the use of hive carts. The main reason that women seem to prefer some other mode of reaching the financial goal than by the bee route, is the fear of stings, but, as a rule, women bee-keepers are no more nervous than men.

Some of the mountain bee-keepers are considering the importation of the stingless bee, which inhabits the Western Hemisphere from the northern border of Mexico down to the Argentine Republic. There is much to be discovered in relation to these insects. They do not attack unless provoked to fury.

There are said to be about a hundred varieties of stingless bees, some no larger than a house fly.

A colony of bees will usually pay for themselves in the ten days during a good yield from natural pasturage. There are thousands of wild colonies that may be hived by the expectant bee keeper. In fact, so plentiful are the wild swarms that the Soldiers' Home apiary at Sawtelle, consisting of 230 colonies that were recently sold, were the outgrowth of a collection of seventeen wild swarms.

In Encino Canyon, a few years ago, a veritable treasure of honey was found in a cave in the rock. There were thousands of bees at work, and a close estimate of the honey placed it at 3000 pounds.

Desirable bee farms in the mountains may be rented at from $40 to $50 an acre, in protected spots upon which to locate from 250 to 300 colonies of bees. One man who had 250 colonies produced in one year twenty-seven and a half tons of honey, at that time worth 8 cents a pound.

The honey production of California, in a favorable year, amounts to nearly 10,000,000 pounds, the most of it coming from Imperial Valley. The production of the eight southern counties is said to be worth $200,000 a year.

A half-acre gives room for about 200 colonies of bees.

ATTRACTIVENESS OF CALIFORNIA RANCHING

RANCHING, the chief industry in California, is pursued under the most delightful of climatic conditions. But more than that it is a favorite profession among all classes that has been improved and beautified by the introduction into the rural environment of most of the advantages of the city.

The California growers of fruits, vegetables, berries, nuts, grain and live stock call themselves ranchers, not farmers, regardless of the size of their orchards or gardens, whether their work be small or great. The appellation comes partly from the Spanish form "rancho," by which name the extensive cattle domains and huge grants of the early times were known. But it has been popularized to apply to the whole company of agriculturists of the modern day, the proprietor of a large orange grove or the tender of a half-acre poultry ranch, in order to convey a subtle sense of distinction between Californian ranchers and the farmers of other lands.

That distinction pertains essentially to the "bringing up" of the ranchers. Few can claim a long line of ancestors, or even immediate family ties, in the agricultural game. The men and women whom you find in the flower-hedged orchards and gardens, running the orange and walnut groves, operating the dairies, mowing the fragrant fields of alfalfa, and scattering feed to flocks of chickens in color schemes, are just as likely as not to prove to be ex-preachers, ex-merchants, ex-professors, ex-bankers or ex-business folk of some kind or other.

The personnel of the ranchers is one big reason why the rural homelands in most parts of California are as bright, as modern and attractive as the grounds of a city residence district. The ranchers carry educated tastes and requirements, high-living standards and developed appreciation of the amenities of human relations into the country.

Another reason why ranching is attractive, as much so for the day laborer seeking employment as for the person of independent means establishing a home with an income, is that the big development companies have deliberately made it so. It has taken capital to make California lands available to man. Costly irrigating systems, the impounding or development of water, the investment for equipment, the purchase of nursery stock and the patient care of orchards through their periods of unproductivity, to say nothing of the higher costs of cultivating fruits of exacting requirements, have literally planted millions of dollars in the soil. Obviously the care of such investments is not going to be placed in the hands of inferior or indifferent, or discontented foremen and laborers.

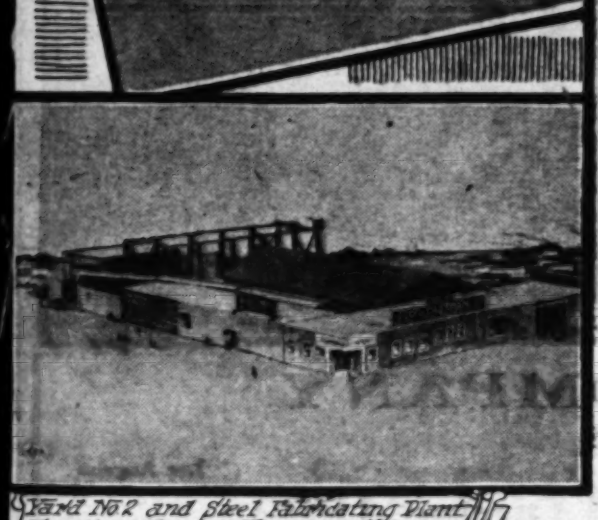


GEO. L. EASTMAN COMPANY
BUILDING MATERIALS FROM THE GROUND UP
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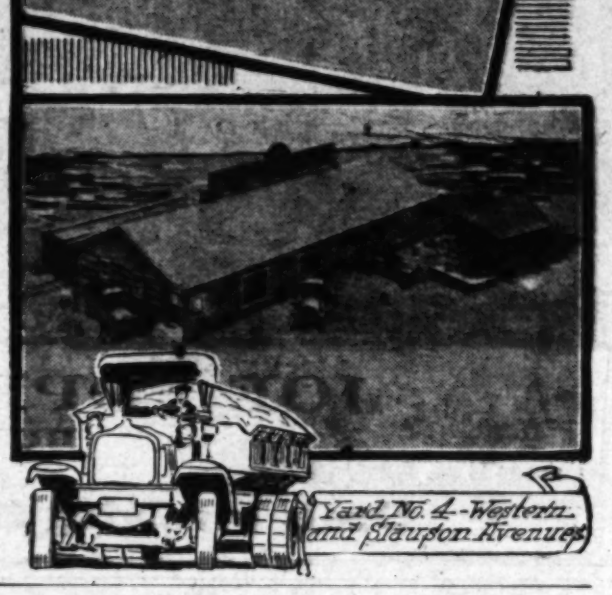


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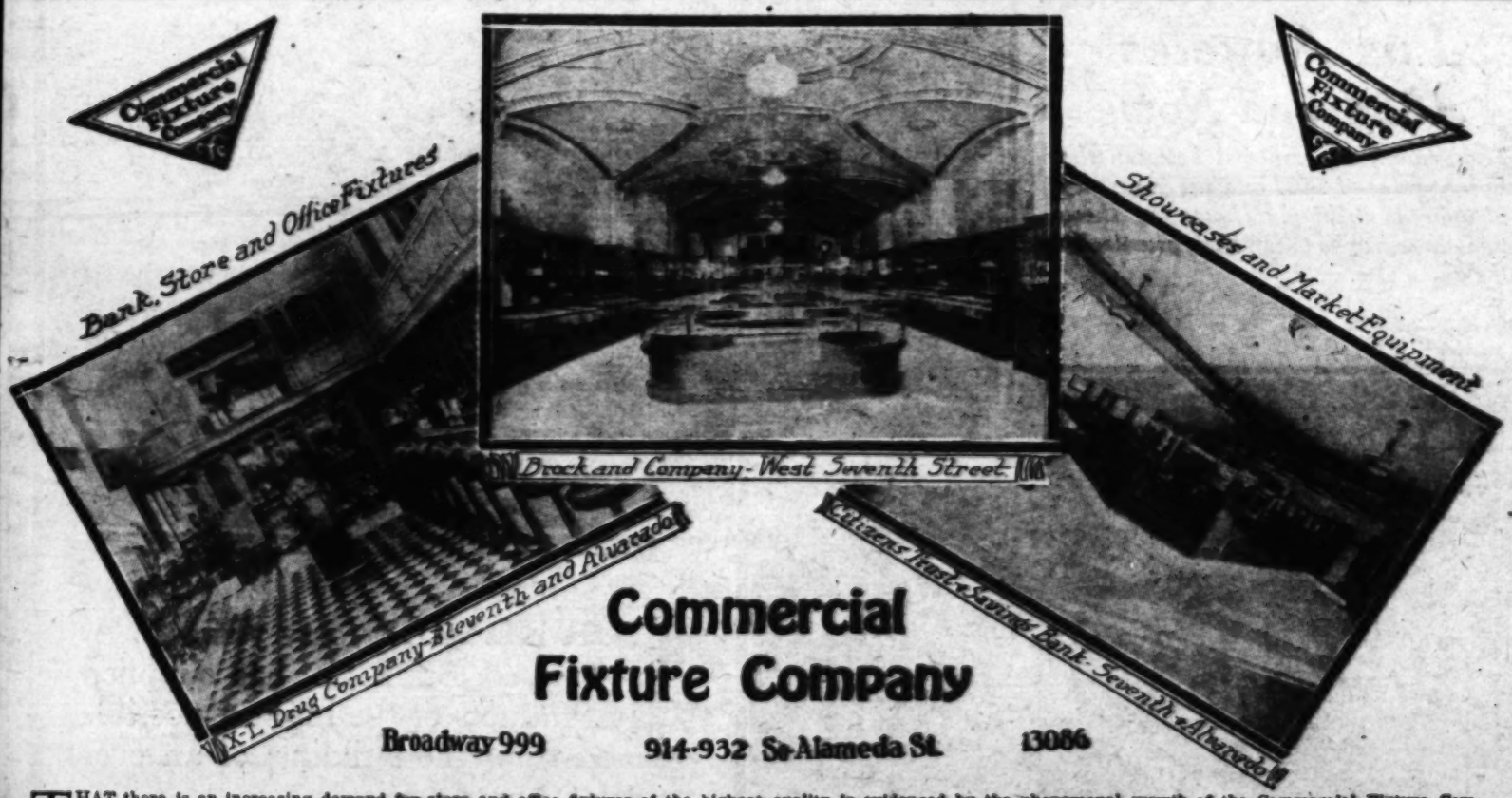
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Yard No 2 and Steel Fabricating Plant Fourteenth and Alameda Streets



Yard No. 4 - Western and Slauson Avenues



Commercial Fixture Company

Broadway 999 914-932 So. Alameda St. 13086

THAT there is an increasing demand for store and office fixtures of the highest quality is evidenced by the phenomenal growth of the Commercial Fixture Company. Organized but little more than a year ago by Harry R. Baker, E. A. Lundquist, Chas. V. Stegner and Craig Stirewalt, it has already assumed a position of unquestioned leadership in the design and manufacture of high class store equipment and cabinet work for discriminating purchasers.

The plant, located at 914-932 South Alameda Street, covers an area of 35,000 sq. ft., is equipped with the most modern wood working machinery and gives employment to 125 skilled mechanics. Its officers are well known men of long experience and thorough knowledge of the fixture business and their established policy of superior quality and distinctive design, as opposed to standard patterns and quantity production, has been the basis of the pronounced success already achieved.

Recent installations include store equipment for the Brock Jewelry Company, Elite Catering Company and Trenwith's, Inc., of Santa Barbara; markets at various locations for Young's Market Company, Van de Kamp's H. D. Bakers and Albert Cohn, Inc., banking room fixtures for the Bank of San Pedro, Security State Bank of Ontario, Farmers & Merchants Savings Bank, Redondo Beach, and a series of branch banks for the Citizens Trust & Savings Bank and the Merchants National Bank of Los Angeles. Numerous drug stores have been furnished with fixtures of orighual design and the famous "Wise" patented soda water fountain—with its ten points of proven superiority—has more than satisfied the demands of the most exacting dispenser. This make of fountains is represented exclusively on the Pacific Coast by the Commercial Fixture Company and a complete line is carried in stock.

Because of the known quality of its product and the character and experience of its personnel, this company was selected from among all Coast manufacturers to furnish and install the beautiful hardwood trim and cabinet work necessary to the completion of the public rooms in the Los Angeles Biltmore Hotel, and this work, together with other important contracts, is taxing to its capacity the manufacturing resources of this vigorous and rapidly developing institution.

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California Produces More Than 100,000,000 Barrels of Oil Annually

Los Angeles—Gateway to Half the World

Foreign Trade of the Port Doubled in Past Year; Great Oriental Opportunities

BY THOMAS P. FORD
Co-author, "The Foreign Trade of the United States"

THAT foreign trade, viewed in its broadest aspect, is rapidly becoming one of the most important factors in the commercial development of Los Angeles, is now perfectly apparent to every thinking citizen who has taken the trouble to investigate, even in the most cursory way, our ever-increasing trade relations with the outside world.

Across the Pacific, practically at our very doors, within easy reach by the cheapest known form of transportation, lies the greatest potential market in the known world, the Orient, with a population of more than 800,000,000 people.

Of that population Japan, with her 80,000,000, is already our best customer and China, with her 400,000,000 people, offers opportunities that are simply beyond the human mind to comprehend.

That we are rapidly realizing the hopes of our broad-visioned merchants and expanding our trade lines in keeping with our opportunities, may be seen in the fact that the foreign trade of the port of Los Angeles has doubled in the past year. In 1921 the total foreign trade entering and leaving the Los Angeles Harbor totaled $26,000,000. For the year just closed it reached a figure in excess of $50,000,000 and that, too, at a lower range of prices than those prevailing in 1921, which would indicate that the volume of commerce had more than doubled.

* * *

Trade With Orient Expanding

FIVE years ago the number of ships sailing for foreign ports from Los Angeles Harbor was negligible; today more than a hundred lines regularly enter and leave this port. At this writing in excess of fifty lines are operating between Los Angeles Harbor and the Orient and as the trade increases the number and tonnage of ships in the oriental trade will keep pace with the business.

At this point it may be permissible to digress for a moment and comment on the increase that has taken place in the nation's foreign trade with oriental countries. In 1914 our entire exports to Japan totaled $51,206,000. In 1919 our exports had increased to $366,364,593. In 1914 our exports to China amounted to $24,699,000 and by 1919 this had increased to $118,274,000. It might be well to note here that this increase in our exports to Japan and China has had a corresponding influence on our total trade, for when we speak of trade we mean, of course, the total commerce between the two nations; that is, our exports to them and our imports from them.

It will be readily seen that the trade between the United States and the Orient is rapidly expanding. It is therefore little to be wondered at that the trade of the city of Los Angeles with these oriental countries is also showing a rapid increase. That this trade is capable of greater development is easily understood when we consider that Los Angeles, by reason of her expanding manufacturing industries, is now in a position to produce a surplus of goods. These goods happen to be just such as the countries across the Pacific are in need of and it also happens that they have great quantities of essential raw materials which we are in a position to take in payment for our manufactured and other products.

We are sending to Japan, our best customer, steel manufactures, fuel oil, kerosene, chemicals, raw cotton and a variety of other merchandise. In return for these, Japan sends us raw silk, cotton and wood manufactures, bamboo, earthenware, china and porcelain, together with great quantities of manufactured products that can be secured in no other market. China is one of our best markets for iron and steel manufactures, machinery of various kinds and wool, cotton goods and fuel oil and kerosene.

When we consider that the foreign purchasing power of the people of China is at present very low, approximately $3 per capita, and that with the gradual expansion and development of her latent resources, which are very great, she will gradually increase that purchasing power, is it any wonder that men with a genius for commerce are anxious to get a foothold in this great market? Let us suppose, for instance, that in the course of a few years the foreign purchasing power of China doubles, a not unreasonable supposition, and that instead of $3 per capita it becomes $6 per capita. The result would be a purchasing power of foreign goods of $2,400,000,000. This is as sure to happen as that tomorrow's sun will rise and, when it does, Los Angeles, with her expanding facilities, her increasing number of ship lines, her greater surplus of goods for export, will be one of the mercantile groups to reap a rich and profitable return for her trade efforts.

* * *

Canada and Mexico Important Markets

BUT while the Orient is our greatest potential market, it is by no means our only market. To the north of us lies Canada. To this market we are shipping lemons, oranges, automobiles and fuel oil in great quantities. Our trade with this friendly neighbor on the north runs into the millions, and by reason of their need of our citrus fruits and fuel oils, two products in which we are particularly rich, a great increase of trade may be confidently looked forward to. In return for these products we receive from Canada news print, lumber, wood pulp and fertilizers, all of which are essential to our own continued industrial and agricultural development.

Then to the south of us lie Mexico and all the west coast of South America. Here is a market that is capable of almost unlimited expansion. Here are countries that are just in the morning of their development. They need our products, in the form of cotton manufactures, iron, steel, machinery, wearing apparel, drugs, paper, soaps, medicines, dried and canned fish, gasoline, fuel oils, kerosene, cement and a thousand and one other products of more or less importance in their scheme of living, which, as they advance in wealth, will become greater and of wider variety.

Strange as it may seem, our second best customer is England, though our sales to England for the year 1921 amounted to but one-half of those to Japan, our best customer. We bought from England great quantities of chemicals, linseed oil, wool manufactures, earthenware, crockery, pig iron, linoleum, silk and cotton manufactures and art works. In exchange we sent to England fruits, canned fish, seed, clay, oil cake, meal, wool manufactures and raw cotton.

It is not the purpose of this paper to present a catalogue of our dealings with the nations of the world, for to do so would be to completely outrun the space limits at my disposal. What I particularly wish to emphasize is that Los Angeles is now one of the six most important foreign trade centers in the United States, and if the rate of expansion that has taken place in the past few years is maintained, it is only a question of time until we shall have completely outdistanced most of our rivals.

Goods bearing the Los Angeles imprint are now being shipped to every port in the world. As the shipping facilities of the port are increased, the volume of goods will increase. When it is seen that goods to the value of several millions of dollars are shipped from this port to such distant points as Hongkong, India and Ceylon, Australia and the islands of the South Seas, to say nothing of what goes to Europe and South America and to Caribbean ports, the day when the cynic can smile at our foreign-trade pretentions has passed.

* * *

Oriental Trade Possibilities Emphasized

A RECENT gathering of Los Angeles business men was addressed by two very able Californians, John D. Fredericks, president of the Chamber of Commerce, and Julean Arnold, for years a United States commercial attache in China. Mr. Fredericks had just returned from a trip to the Orient. He pointed out that this region offered one of the greatest fields for business in the world. He gave some sound advice as to the best methods of going about the building up of trade relations and stirred his audience with a glowing picture of what Los Angeles merchants might accomplish if this business was approached intelligently. Mr. Arnold, who spoke with the authority of years of experience and a trained observation, made this statement:

"American interest in China is increasing by leaps and bounds. Trade is developing and we look to the future with promise, both in what China has to offer and in what America has to sell. There are 400 American firms in China doing business on the ground. Ten years ago there were only three American organizations in the field—the missionaries, the tobacco company and the oil company, all with the same slogan, 'Let there be light.' Our position in China is strong because of the good will we possess. We spent $10,000,000 a year on missionary work, not to mention the medical work. China is grateful for the outcome of the Washington conference.

"Here on this coast is the last stand of Anglo-Saxon civilization, and our impression on Asia is to be made from these shores. The impression, if good, will mean business and will also be valuable for our protection.

"One-half of the population in the world is in China, India and the Philippines. We teach nothing in our schools of Chinese history—there is 5000 years of it—or of Chinese customs, language and geography. Our maps show the Atlantic Ocean in the center of the world. They should show the Pacific in the center."

* * *

Western Habits Being Adopted

THIS is a strong statement, in view of the fact that Europe has been in the past and is yet America's best customer. If we go back to the normal year of 1914, before the Great War completely upset the commercial and political relations of the nations of the world, we will find that Europe took nearly two-thirds of our exports. There is, however, a good basis for Mr. Arnold's view. The peoples of the Orient are rapidly taking on western habits. They are adopting western standards of living and as the almost unlimited, and at the same time almost untouched, resources of their vast areas are feeling the impetus of development, their needs are keeping pace with their increase in wealth. As they produce from their own storehouses of natural wealth each year greater surpluses for export, they are enabled to purchase from the outside world a greater quantity and variety of foreign products. Trade develops trade. Selling, on the part of one nation, enables that nation to purchase a greater volume of goods in return. So, as the people of the Orient secure more purchasing power, by sending to other nations their own products, they in turn will be able to buy more and the trade of the world will expand.

* * *

Commercial Future Assured

NOW that the troubled nations are slowly, but nevertheless surely, returning to the old paths of peaceful commercial relations, we may confidently look forward to a great expansion of foreign trade. Europe's partial collapse has been a barrier to this expansion, but, despite the fact that all the laws of business and economics have been temporarily set aside and in some instances entirely swept away, as in the case of Russia, there are signs of a return to sanity, even in that benighted country.

With all this rich promise of future progress, Los Angeles is in line. Here we have a great harbor capable of almost unlimited expansion; a rich back country with millions of fertile acres, producing hundreds of millions of dollars' worth of food products and raw materials, far in excess of our actual needs; an industrial system that is yearly producing a vast store of manufactured products that find ready sale in the world's markets; great ship lines that daily enter and leave our harbor for every port in the world. From the south come coffee, hides and tropical fruits; from the Orient tea and silk and vegetable oils and myriad other products of that teemingly rich region. From the north and east we are being supplied with every class and kind of commodity essential to our needs. With facilities unsurpassed and machinery of the best, with the natural resources peculiar to our region; resources that all the rest of the world needs, Los Angeles is destined to be one of the three great seaport cities of the United States.

ART PRODUCTS OF SOUTHWEST INDIANS

Their Baskets Incomparable for Utility and Beauty and Their Blankets More and More Appreciated

WHEN the Spanish "Conquistadores" made their "jornado del muerto" across the deserts north of Mexico in 1540, they found many indigenous tribes of Indians, possessed of a certain near-civilized stamp of culture and practicing arts and crafts of admirable ingenuity. They made cloth from a sort of wild cotton. They clothed themselves in neat and serviceable garments. The woolen robes of the Franciscan missionaries were far from novel to the Hopi tribes, who had partially domesticated herds of big-horn sheep. Out of clay and the fibers of plants they fashioned jars, utensils and ceremonial objects. Their baskets and ollas were not only useful, they were beautiful in the character of the designs woven into them or traced upon them. Nor were they drab and colorless; many vegetable dyes and clay pigments entered into the composition of articles of service which were in truth objects of art.

Undoubtedly the Pueblo tribes, or the people who dwelt in cities of mud and stone houses, were the leaders both in culture and in art. They were the original weavers and potters; probably the first makers of baskets. But already in that day, four centuries ago, the Pueblos had begun to appreciate the advantage of specializing. They were surrendering basketry to other tribes; they had taught weaving to the Navajos. Themselves specializing in pottery making, they preferred to trade ollas and tinajas for blankets and baskets. Hence today blanket weaving is practiced only by the Navajo Indians; nearly all the Pueblo tribes make pottery, and some of the Hopis make baskets and weave dresses. The art of basketry is practiced by a number of tribes in the Southwest, including Apaches, Pimas, Papagos and the California Mission Indians.

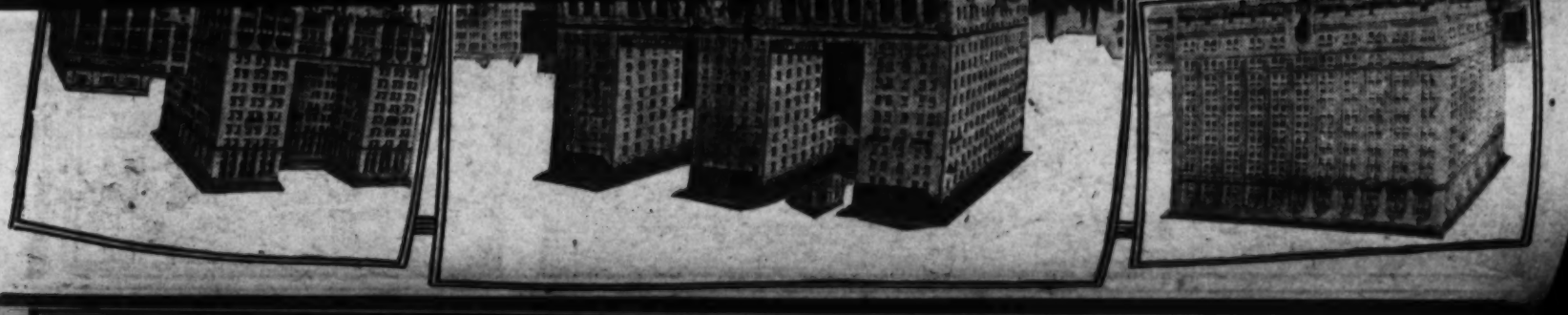
No machine has been devised that can turn out anywhere near so compact and durable a basket as can the lean dark hands of an old Apache or Cahuilla squaw. The baskets of the civilized peoples are cheap and fragile, rough and homely, in comparison. Neither the Japanese, the Chinese, nor the Islanders make any that can compete with those of the Southwestern Indians. The reason may no doubt be traced to utility; the Indians depended upon their baskets for so many purposes, even for the holding of water and for cooking, that they went to infinite pains to weave serviceable and durable articles.

The Indians made not only things to use but took advantage of the opportunity to give expression to the mental, spiritual and dawning esthetic sides of their nature. All of their latent art, literature, poetry and most of their impulse for music entered into the designs and color combinations in their baskets and blankets and on their pottery. More important still, these intellectual and temperamental gropings were all cast forth together into a most graphic representation of religion. A collection of Southwestern Indian things is a primitive literature, an anthology, an Indian Bible. The designs and figures and colors have the power of vitalizing the crudest and most juvenile of products. What then must the interest be to the appreciative collector in looking upon the most finished of their articles, exquisitely traced with a thought, a legend or a prayer, evolved from the soul of the artificer! No two of their objects are alike. Each is distinctive; each bears the vital impress of a personality.

The Indians were, and the majority of them still are, animists, believing in a living nature filled with gods, demigods and evil spirits. In every natural phenomenon they see a deity. On account of the arid condition of the Southwest, water is the thing of most concern. Therefore the Indian theology runs much to the gods of the rain, of rivers, springs and lakes; and involves pretty conceptions of relationships between certain birds and animals and the deities of the water sources. Their designs therefore are expressions of their ideas about these matters, sometimes they are prayers for rain; they often involve clouds, lightning, the thunder bird and the rattlesnake. Frogs are represented. Fish, while worshiped and never used for food, are so unfamiliar to the desert tribes that they are seldom pictured.

No one has succeeded in deciphering the exact symbolism in the designs. The Southwestern Indians were not realistic artists; they conventionalized every object that they reproduced. We see through certain of their figures—the whirlwind design, for example, which slightly resembles the propeller of a boat, and the zigzag lines of lightning. But their commonest design, that of rain and clouds, we would take for terraces and lattice work, unless we were initiated into the actual significance. Since coming into contact with our civilization efforts at the realistic depicting of animals, birds, butterflies and people show in their work. Unfortuntely it must be said that the three chief arts of the Indians have deteriorated under the influences of civilization. Now utility is less than half of the incentive; the main object is to get money; and naturally the designs placed upon commercial wares could not be expected to represent the inmost thoughts of the makers. But for the most part the Indians cling to the old forms, even if they employ them indiscriminately.

Whites, in ever greater numbers, appreciate the Indian arts. The baskets and earthenware articles are prized as keepsakes and ornaments for dens and rustic lodges. Both may be attractively adapted to many different uses; the baskets to hold sewing materials, nuts, fruit, waste paper or other things according to shape and size; the ollas for flowers or water, and the smaller pieces of pottery for ash trays, pins, buttons or what not. Most popular of all are the Navajo blankets with their elaborate designs and bright, rich colors.





JOE TOPLITZKY COMPANY

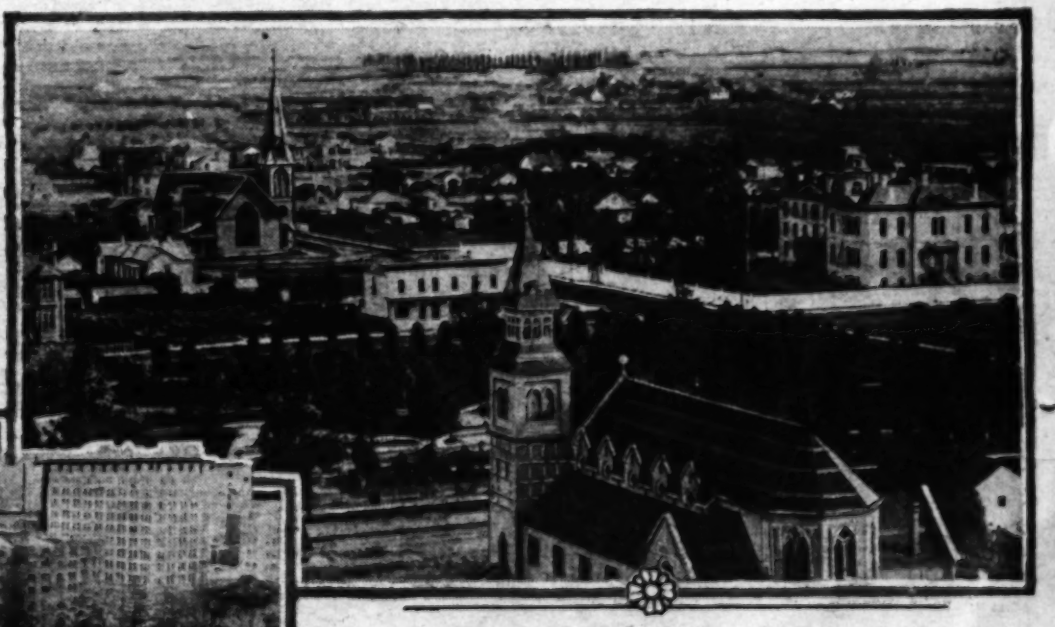
BUSINESS REALTORS

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Deals Involving $8,000,000 Closed During 1922

Los Angeles 1884 and Now

The remarkable contrast between the Los Angeles of 1884 and the great city of today is strikingly shown by these two photographs taken from practically the same site.





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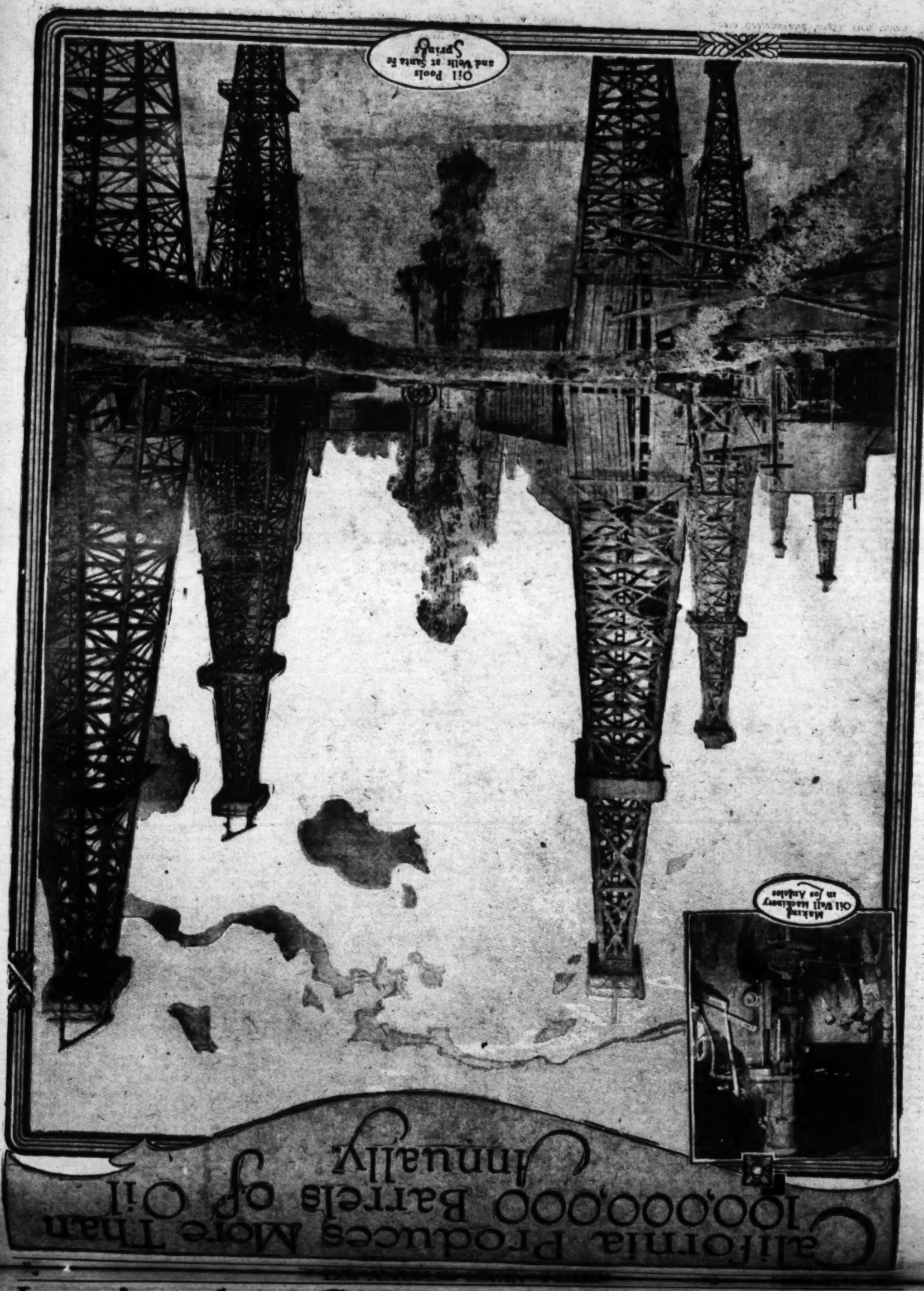
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Los Angeles—Gateway to Half the World

Foreign Trade of the Port Doubled in Past Year; Great Oriental Opportunities

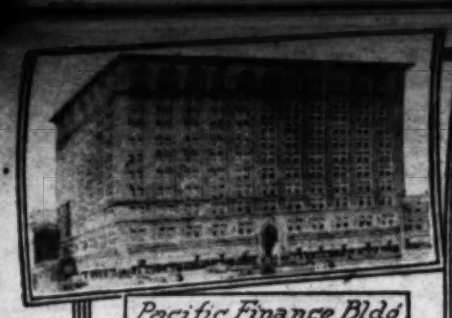
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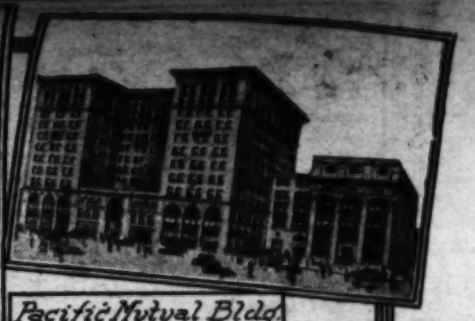




Pacific Finance Bldg.



Biltmore Hotel



Pacific Mutual Bldg.



Brock Building



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A FIVE YEAR RECORD — HARD TO BEAT

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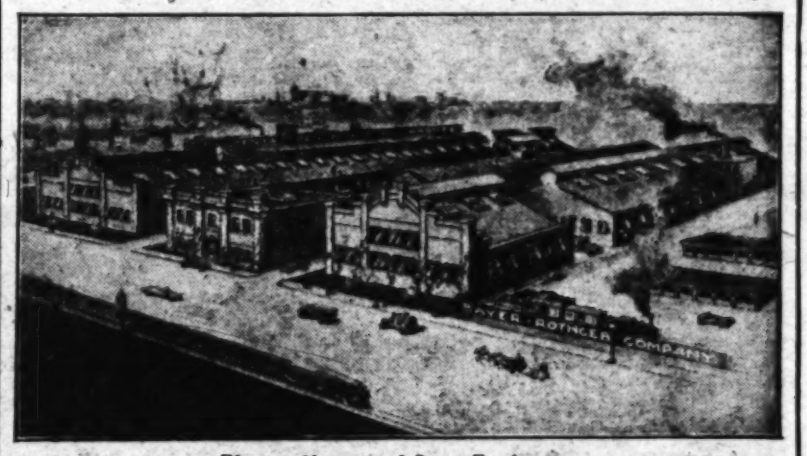
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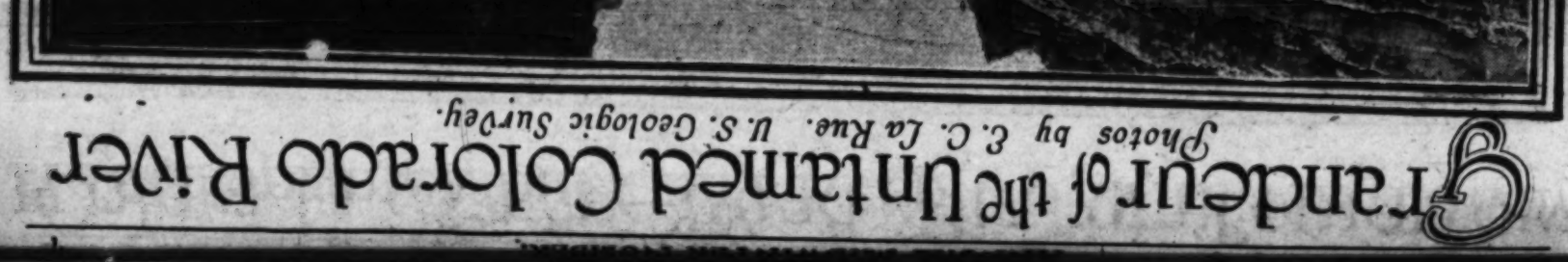
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Grandeur of the Untamed Colorado River

Photos by E. C. La Rue. U. S. Geologic Survey.

Colorado Basin—Food Bin of Tomorrow

The Colorado River is a Mighty Stream Destined to Give Life to Millions of Unborn Acres

BY CHARLES R. PRICE

WHEN one stands on the brink of the Grand Canyon of the Colorado, he is gripped by a feeling of awe, an indescribable sense of surging emotions that words are inadequate to express. He well knows that it is not alone the grandeur of the scene, the infinite beauty of the towers and peaks, the broadly painted, vivid-hued strata, the golds and pinks and blues and greens where the Master Painter has spilled a wondrous color box, with the thread of one of the world's mightiest rivers flowing way below, dwarfed by the distance and the towering cliffs.

The feeling is something more than a mere overwhelming of the vision. It grips one's soul. Words struggle to one's lips, but the emotions choke the throat. Foch, the man who played the winning hand in the great man-made war, was as overwhelmed as were that multitude of skilled writers who have gone to see and write so that those who read may feel their sensations. Even Cobb, apt handler of word painting, master of humor and pathos, than whom—well, he, too, fell short, and frankly owned it.

Those who have felt impelled to try and say it ended by remarking that it seemed as though they stood in the presence of the Creator. Perhaps they told the story better than they knew. If not actually in His presence, they stood overlooking one of His mightiest working-places, where His hand is constantly engaged. For there, in that Grand Canyon, the mills of God are always ceaselessly, tirelessly at work. They are constantly grinding and churning, making the soil that will form the valleys, and so will feed the children of countless unborn millions.

The grandeur of the great gash that we call the Grand Canyon, wonderful as it is, is dwarfed by the appreciation of what use He has made of the myriad of tons of erosion that was taken from these cliffs. Try and conceive the force that has been at work since the time of the creation, grinding the granite, limestone, porphyry, and harder and softer formation, into huge rocks, breaking them again into smaller boulders, little rocks, stones, pebbles, sand and then churning all into small particles of silt—alluvium so fine and light that it floated down the stream held in solution in the water, to be spread in thin layers over the lower lands, layer upon layer until those valleys were filled to the depth of hundreds of feet with this pulverized rock, which, ground in these mighty mills of God, had been converted into soil and conveyed by His hand to the great storehouse wherein He was storing food for plants that in time would be needed to feed the people who would come and live upon that land.

• • •

A Divine Gift

WE call that land the Great Desert of the Colorado—a place of desolation. Is it not even like the rock that was rejected by the builders, which, as time passed, became the keystone of the arch?

Grand as is the great canyon, it is not so wonderful as the use that infinite wisdom has made of its substance, is making of it now, and will continue so long as the river flows.

We have only recently begun to realize how great is this gift. For several hundred years our fathers' people have cultivated lands in the great valleys of the East. When they began to plow and plant those then virgin Virginia acres in the early part of the seventeenth century, they found them rich in plant foods. Tillage brought forth wonderful crops for the first planter, good crops for his son and fair ones for the grandson. Then the new lands of Kentucky beckoned, and the third generation braved the Indian in that "Dark and Bloody Ground," and went where the soil was fresh and new. As constant cropping ate up the nitrogenous elements in the soil, our pioneer fathers' descendants moved on to new lands. Perhaps they did not quite grasp the reason why their land "wore out." There was plenty of land then. They did not go in for scientific research. They did not realize that the soil holds only a certain varying quantity of plant food, just as a bank account holds but a certain varying balance, and constant cropping exhausts the nitrogenous elements upon which the wheat or corn must live, just as constant checking wears down the bank balance. There comes a time when all is gone.

And so it was that the land, which for the father raised sixty bushels and only forty for the son, produced but twenty for the grandson. Some grandsons went northward, where the rich loams of the Sangamon's savannas lay, others to Iowa, to bleeding Kansas and others to the Southwest or Northwest, but all in a generally westward course. The new unbroken soil was calling. The course was always westward. Why? Did anyone among them realize that he was hearing, without knowing that he heard, the constant rumble of the mills of God, grinding and grinding, making always, time without end, plant foods to nourish the crops which would feed his children and the children of his children forever? Did he realize that the lands he turned his back upon had been made aeons before; that the Hand which was leveling the mighty Rockies, whose cloud-capped summits he could dimly see in the mauve haze of the sunset, had finished making the soil of the eastern valleys which his industry had partly "wore out," but had made them at an earlier day? We may venture the thought that he didn't. But, just the same, he rarely turned east. No, he had heard of rich land in Oklahoma or Nebraska or the Dakotas. Say, what wheat they did grow there!

Perhaps he dreamed sometimes of a place where the land couldn't be "wore out;" where something happened to put back into it the thing, whatever it was, that his plant rootlets took out. He died too soon. He never reached the real West where Nature today is busy making new soil and carrying the plant foods in solution in the waters that the farmer, who in the West acquires the name of rancher, spreads over his fields, that those fields may fructify and give forth their bounty.

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The Colorado River

THE Colorado River is formed by the junction of the Grand and the Green rivers, and from the source of the Green to the mouth of the Colorado, its length is about 1700 miles. The Green River heads near Fremont Peak, in the Wind River Mountains, in a group of alpine lakes fed by everlasting snow, and the Grand River has its source in the Rockies, a few miles west of Long's Peak, in another group of little alpine lakes that also receive their waters directly from perpetual snow banks.

When summer comes this snow melts and tumbles down the mountain sides in millions of cascades. A million cascade brooks unite to form a thousand torrent creeks; a thousand torrent creeks unite to form half a hundred rivers beset with cataracts; half a hundred roaring rivers unite to form the Colorado, which flows, a mad, turbid stream, into the Gulf of California.

The region of country so drained is about 800 miles long and an average of about 400 miles wide, comprising nearly a quarter of a million square miles, an area almost as large as Minnesota, Wisconsin, Iowa, Illinois and Missouri, combined.

In this drainage basin are two areas that are topographically distinct. The lower third is, in general elevation, but a little above the level of the sea, with here and there ranges of mountains, which rise to an altitude of from 2000 to 6000 feet. This part of the valley is hemmed on the northeast by a line of cliffs that present a bold and, in many places, a vertical step, in some places hundreds and in many, thousands of feet high, to the table-lands above.

On the California side of the river is the vast valley that we have long called the Colorado Desert, stretching northwardly from the head of the Gulf of California a distance of about 150 miles.

At one time in the geological history of this land the Gulf of California extended a long distance farther to the northwest, several hundred miles above the point where the Colorado now enters it, but this stream brought its silt and alluvium from the Grand Canyon and the mountains and hills above it, and bore it into this gulf, gradually filling it, and slowly erected a vast dam at about the point where lies the present boundary line between what is now California and Lower California (Mexico,) until the waters on the north were separated from those on the south.

Then the Colorado hewed a channel into the lower gulf. The upper waters, being isolated from the sea, gradually evaporated, and the area that has come to be known as the Salton Sink was the bottom of this ancient upper gulf. Therefore, much of this land is now below the level of the sea.

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What Irrigation Does

WHERE the Colorado forms the boundary between California and Arizona, it cuts through a number of volcanic rocks by black, yawning canyons. Between these canyons the river has a low but rather narrow flood plain, with cottonwood groves scattered here and there, and a chaparral of mesquite-bearing beans and thorns.

A part of this desert valley, once the most desolate portion of the continent, has been so redeemed by irrigation that it is now considered one of the most prosperous agricultural regions in the United States.

The upper habitat of the Colorado River, above the junction of the Green and the Grand, is a great plateau, from 5000 to 8000 feet above sea level. For the first thousand miles the river has cut for itself a deep, narrow gorge, broken at some points where tributary lesser rivers join it. Virgin, Kanab, Paria, Escalante, Fremont, San Rafael, Price and Duchesne rivers feed it from the west, and the Little Colorado, San Juan, Grand, White and Yampa from the east. Each of these has cut its own deep, narrow, winding canyon. Every river feeding each of these has cut another canyon, every lateral creek a gorge, every brook a deep defile, so that much of the upper part of the basin of the Colorado is traversed by a network of these deep gorges. At one point in its journey, between the mouth of the Paria and the Grand Wash, the Colorado runs through an unbroken canyon for a distance of nearly 290 miles—a great gash of wonderful scenery on a giant scale, through which the river flows at depths nearly inaccessible. Low, treeless benches stretch back from the brink of the gorge, a riot of hues, for the structure is of richly colored and variegated marls, which, at the base of each little low plateau, has disintegrated so that it seems as light and fine as ashes. At other places where the structure is sandstone, the decomposition has left wide smears of drifting sand, white and red and golden. Sometimes this sandstone is conglomerate, and the swirling sand blast has here polished it into a mosaic of many colors, a thing of beauty on cloudy days and of dazzling splendor in the glistening sunlight.

Above the canyons are the long lines of cliffs stretching back for hundreds of miles, a series of titanic topographical steps, some hundreds of feet high and some rearing their steep faces for thousands of feet of sheer vertical walls. Through these, intermittent streams at times have cut their courses in many little canyons, which furnish the only means by which one may pass from lower levels to the terrace above.

• • •

Strata of the Canyon

IN THIS region are evidences of volcanic action—short ranges of extinct eruptive mountains, which, in some distant past, split the firmament with a vast system of fissures, whose huge cracks extended deep into the formation, whence poured floods of lava, covering terraces and table-lands, mesas and canyon valleys with sheets of glassy, black basalt. Great red, black and brown cinder cones stand naked along these fissures, in striking contrast with the variegated strata of the cliffs and spires.

So does the Colorado come tumbling and swirling, grinding and rushing, tearing and churning its way from the places of everlasting snow to the land of nearly constant sunshine.

It was these series of canyons, with their obstructing cliffs, that for hundred of years prevented a fuller knowledge of the river. In fact, it was of common belief that the Colorado there plunged into the earth and did not again appear for several hundreds of miles.

Indian lore is filled with the mysteries of these canyons. One legend tells of the mourning of a great wise chief, who grieved for his dead wife and would not be comforted. To him came Tavwoats, one of the Indian gods, who, to comfort him, offered to take him to the happy country where his lost wife lived again, that he might know of her happiness and cease to mourn. To make the trail, Tavwoats cleaved a path through the mountains that intervene between the rugged, rocky, upper country and the beautiful balmy region which had become the heaven of the poor lost Numa. This trail became the canyon gorge of the Colorado; for after the god had led the sorrowing chief through and had returned with him contented, he rolled a mighty river into the gorge, a mad, raging stream that would engulf any mortal who tried to enter the happy, lower lands thereby.

For over ten hundred miles the waters that form the Colorado rush through steep, walled-in canyons, churning the sediment and erosion to silt, which it gradually deposits in the last five hundred miles of its course through its lower, leveler reaches. For its sources are fully 8000 feet above sea level and, in the last third of its journey, it becomes a lazy, sluggish river of flowing silt, very wide and shallow, rippling slowly in great yellow, tawny waves, as though, tired of the turmoil and strife, it stretches lazily in its comfortable, soft bed in the warm sunshine. So rich is this stream in plant food, that it is almost a river of liquid fertilizer, with the finely ground rocks in solution. It is a fact that at places on this desert the silt, deposited in ages past, is actually dug and shipped as fertilizer for use on other less-favored lands hundreds of miles away.

The country into which it has emerged is wide. It stretches from the Salton Basin on the west to the head waters of the Gila on the east. It is a very different country. The plains and valleys are low and hot and arid. The mountains that are interspersed are bare and naked, nude of vegetation, save for a few junipers and pinons, with cactuses, agave and yuccas, all fleshy plants armed with sharp thorns and bayonets. There are no low-lying forests, no green hills, no native meadows. There are, instead, club-like stems of meaty plants with daggers and wondrous flowers.

There is no water flowing except that of the Colorado and the Gila. No streams flow into these main trunks. The springs are so rare that their names are household words in every Indian rancheria and every settler's home, and can almost be counted on one's fingers. And usually these springs flow so scantily that they barely serve to fill water cans and quench the constant thirst of the horses of the occasional traveler.

This wide valley, a vast storehouse of plant food, filled from the deep foundation of its one-time sea bottom, with the richest of alluvium, to its wide, spreading surface, lies today, even as did the great Nile Valley a few decades ago. In the Nile Valley of Egypt are over 6,500,000 acres, of which nearly 5,500,000 are producing foods. Less than a fifth of this land is idle. In our Nile Valley, the great plant-food storehouse of our so-called Colorado Desert, are over 3,000,000 acres, of which a bare sixth is irrigated. Five-sixths of this great valley is arid and barren. And it is a fact that every kind of a crop that can be grown in the valley of the Nile in Egypt can be successfully grown in our American valley of the Nile.

Their most valuable tree is the date palm, and in the Nile Valley of Egypt there are over six million bearing fruit—much of which is marketed in America. In the irrigated portion of our Nile Valley are a few thousand date palms, and we can grow dates there to equal Egypt's best.

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Great Crops Grown

OUR Nile Valley will not grow hard wheat nor dent nor flint corn. Climatically, it is too dry and too warm. But it will grow the best of cotton, and practically all subtropical products. Its melons, grapes and various fruits are always in the markets before summer has well started, and it is nothing unusual for the Yuma or Imperial rancher to have his third crop of alfalfa in the stacks before June comes, with other cuttings to follow every four weeks for months thereafter. Rice, sugar cane, beans, barley, millets, milo, citrus fruits and vegetables, all do well, and almost without exception, either only compete with imported products in our markets, or ripen at seasons when our own agriculturists in other sections of our country are just getting ready to plant.

Perhaps no one of our recent men of national prominence had a better conception of the future of our great West than the late Franklin K. Lane, under whose direction of the policy of the Department of the Interior, great impetus was given to the thought that we were most prodigal in permitting such utilities as unharnessed water power to waste. His commentary on the Colorado River rings out in evidence of his clear vision. He said:

"A river that has never been, and can never be, the highway of the people or of their commerce, but a mighty stream destined to give life to millions of unborn acres, to furnish light and power to the towns, farms, mines, railroads and industries near by, and to draw from all of the world those who love beauty, and are impressed by grandeur in Nature—this is the Colorado River, a unique national asset. We have not yet begun to use her to see the things it can do. A hundred years from now it will be a series of long lakes, tumbling cataracts and high dams. It will lift its own waters and spread them over lands that will produce whatever man needs for life or industry.

"I look to see $100,000,000 expended on and along the Colorado in the next ten or twenty years, and most of that expenditure will be in evidence 500 years hence in the permanent works that supply water to this American Nile."

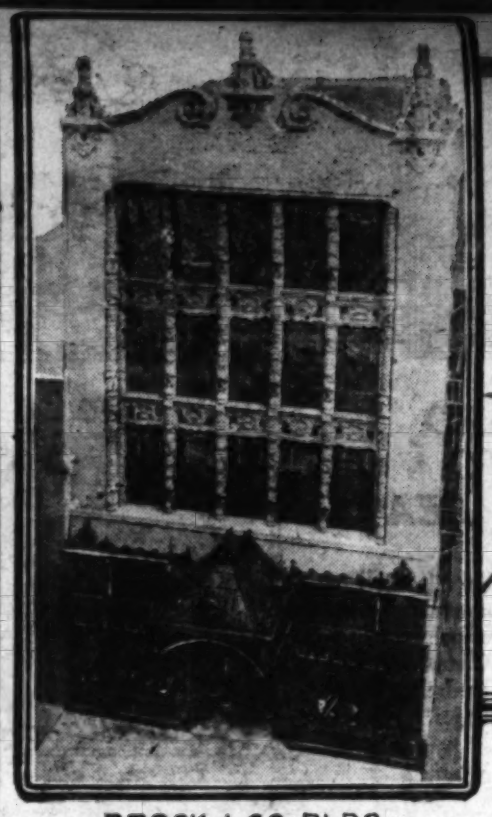
NOTE—The desire of the writer to present accurately the data in connection with the Colorado River, has led him to supplement a familiarity of many years by calling many facts from J. W. Powell's "Canyons of the Colorado"; from F. S. Dellenbaugh's "The Romance of the Colorado," and from the records of the United States Geological Survey.

Mustard Harvest Light

The mustard harvest of the Lompoc Valley this season was much lighter than usual, averaging about 3500 bags of yellow and red mustard. Greater demand for beans and last year's poor market depressed the industry.



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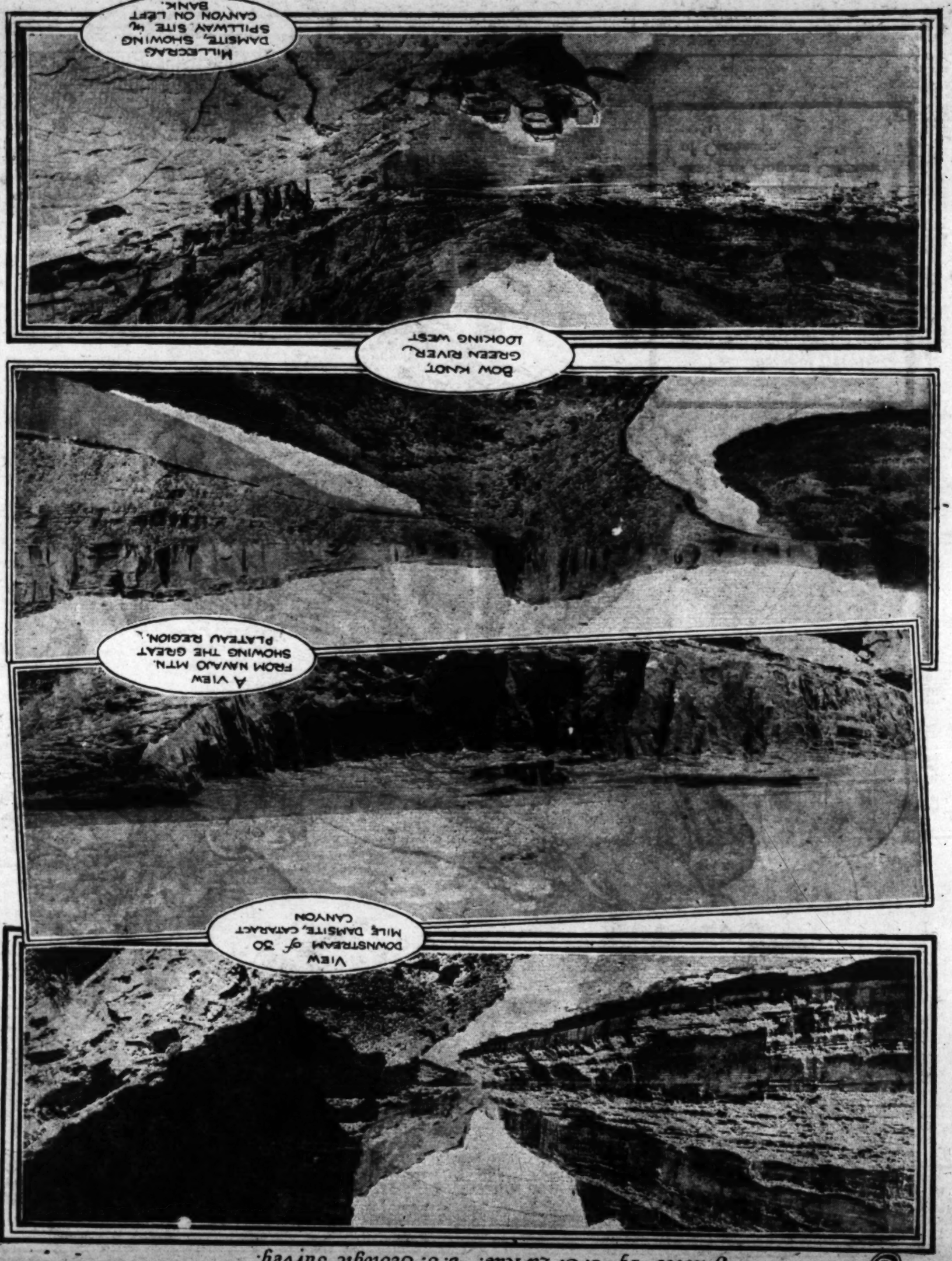
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Grandeur of the Untamed Colorado River

Photos by E. C. La Rue. U. S. Geologic Survey.



Colorado Basin—Food Bin of Tomorrow

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BY CHARLES R. PRICE

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E. K. WOOD LUMBER COMPANY



Airplane View of Los Angeles Wharf

IMAGINE a large Horn of Plenty, stretching out into the Pacific, along our Western Coast. The wide open end reaches from British Columbia to Northern California; the tip is at Los Angeles Harbor. Into the upper end are being poured great shiploads of lumber. They come from the big Pine Mills on Puget Sound, Grays Harbor and the Columbia River and from the Redwood Mills of Humboldt County, California.

As these ships speed on their four or five days' journey down the coast, they draw closer and closer together until they jam almost one on top of another at the tip of this imaginary funnel. From them there pour out millions of feet of lumber weekly upon the triangle pictured above—the wharf of the E. K. Wood Lumber Company. Then comes the interesting and strenuous task of taking these hundreds of thousands of boards and timbers per week, sorting, grading and planing them, reassembling them, and finally loading them on trucks and cars that spread them out again all over Southern California, Arizona and New Mexico.

The above aerial photograph was taken during the middle of this last summer, but already it has become antiquated for it does not show the new section of wharf upon which the pile drivers were busy all fall, and which is now completed.

In order to take care of this rapidly growing stream of lumber, two electric hoists have been installed to load trucks with the least possible delay and two new traveling cranes are making quick work of loading cars.

The company has also added to its fleet two new ships of the "lake" type, that are being fitted with the most advanced style of lumber-handling equipment.

Both dry kilns have been remodeled and additional electrically driven machinery was installed during last year, and the plant is now working on a "1923 Model" basis. At the Los Angeles yards, also, an entirely new power plant and much new electrical equipment have been added.

So now the Horn of Plenty is pouring forth its lumber products with greater ease, helping in the upbuilding of our Greater Southern California.



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Hands and Ships Across the Sea to Hawaii

Linking of Fair Tropical Neighbor in the Pacific with Los Angeles by Fine Liners of Mutual Benefit

BY TIMOTHY TURNER

THE Hawaiian Islands are 2250 miles from Los Angeles. But this is the nearest port of the continental United States to them, and thus as sea distances go Southern California and Hawaii are the nearest kind of neighbors.

While Los Angeles has been developing from a purely tourist city to an industrial and shipping center, those subtropical islands have been developing their own industries and their own trade. Honolulu is the metropolis of the Hawaiian group, and it is a port of call for many ships plying between the Orient and the Panama Canal, but it is also a port of call for many ships plying between Los Angeles and Australia, New Zealand and the South Seas.

With the development of the port of Los Angeles, on the basis of natural harbor advantages, due to make it the Pacific's greatest inland city, there were alterations, additions and improvements in the facilities for handling ships and cargoes. They formed personal connections and got first-hand information about their neighbor. The Angeles Chamber of Commerce established a Pacific Steamship Bureau, which has been of great service to the port in developing its trade with the islands.

Hawaii is so much nearer than that of the mother country, and the Australian trade now is passing to Southampton by way of the Panama Canal.

* * *

And We Make Them

THE Hawaiian consumption for the fiscal

He's a Sprinter, but Can't Keep Up With His Town



"Few citizens of Los Angeles realize how fast the city is going ahead. Los Angeles is growing so rapidly and expanding its activities in so many important ways that its own people are unable to keep abreast of events."—John D. Fredericks, President Los Angeles Chamber of Commerce.



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Citrus Union High School, Azusa Glendora, Cal.



The Nursery Adjoining This Home Has Two Acres of Roses Under Glass and Forty Acres of Palms and Ornaments

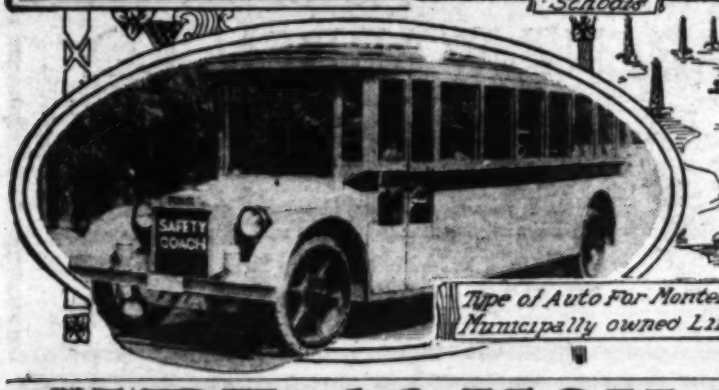


Part of Montebello's Wonderful Oil Field, Fringed By Groves of Fruit, With Mounts Lowe, Wilson and Old Baldy in the Distance

MONTEBELLO—"The City of Flowers" With an Oil-Field Pay Roll



One of Montebello's Attractive Schools



Type of Auto For Montebello's Municipally owned Line

EVERY newcomer to Southern California has built up visions of a land of fruit and flowers and truly indeed Nature has been most generous to Montebello, Los Angeles County, a most progressive little city of 4500 population, just eight miles from the heart of the business district of Greater Los Angeles—Sixth and Main streets. Here in this splendid and thriving community soil, water and growing conditions have drawn great nursery enterprises, covering from five to forty-five acres. Here in Montebello the most intensified growing of cut flowers for the Los Angeles market is prosecuted. Here, too, one finds beautiful groves of oranges, lemons, avocados and grapefruit, together with majestic walnut groves mantling the frost-free slopes and valley. But this is by no means all that Nature has done for Montebello. In this wonderful setting is one of the largest proven oil fields in the world—The Montebello Oil Field. To the oil field pay roll as much as to anything else Montebello owes much of its rapid progress.

Montebello's assessed property valuation is $14,000,000 and recently a bond issue was voted for a new $300,000 high school building, which when completed will give the city four splendid grammar schools. Over one of the heaviest traveled State highways in California the city has just concluded arrangements to operate a municipally-controlled bus line which will give adequate day and night service connecting with street cars of the Los Angeles Railway Company at Pasadena avenue and Whittier Boulevard. Thus a few minutes' ride by auto takes one to Los Angeles. Then there is service also over the main line of the Union Pacific Railway and a Motor Transit through service from Montebello to every town on the State Highway to the Mexican border. Thus, with its highway and rail routes Montebello has every facility for taking care of its transportation needs.

Hundreds of high-paid, skilled workmen find employment in the wonderful Montebello Oil Field. Operating here are the Standard, Union, Columbia, General Petroleum, Petroleum Midway (Doheny,) McGinley, St. Helens, and a few smaller companies, where the total investments total many millions of dollars.

Montebello citizens have shown unusual interest in building up a thoroughly efficient school system and one which in all probability is not excelled by any other city of similar population in California. The present high school and elementary schools represent an investment in excess of $300,000. The high school is an attractive building of Spanish Mission type of architecture, and was awarded first prize for having the best-kept school grounds in Los Angeles County.

Montebello has everything a community needs in its churches, lodges, Woman's Club, business institutions, banks, a rapidly growing industrial district, a very live Chamber of Commerce, a progressive Business Men's Club and a splendidly edited newspaper chronicling the local events.

Very choice acreage is still obtainable along the Union Pacific right-of-way and adjacent to the Standard Oil "tank farm." City lots and small acreage are also available in Montebello for business and home buildings.

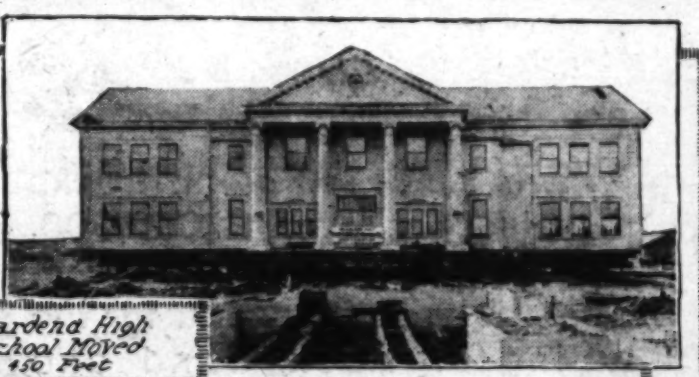
Montebello is equally as close to the Pasadena foothills, the majestic mountains or the beaches as it is to Greater Los Angeles. The city has gained world-wide fame as the originator of the "Los Angeles" and "Lolita Armour" roses.

The slogan of the Montebello Chamber of Commerce is, "Before You Decide, See Montebello." Correspondence is solicited by the secretary of the organization and literature will be mailed upon request.

KRESS HOUSE MOVING CO. INC



Catholic Women's Club - Formerly Friday Morning Club Moved Four Miles in Five Sections



Gardena High School Moved 450 Feet

THIS company is located at 728 Sunset Boulevard, Los Angeles, and will gladly furnish estimates on the moving of any structure, no matter how large or how small. The Kress House Moving Company, Incorporated, is one of the largest institutions of its character west of Chicago. Operations of the company extend all over Southern California and the entire country west of the Rocky Mountains. Its staff of engineers and operatives insure carefulness and mathematical calculation for every moving commission entrusted to the institution.

Among some of the difficult recent commissions entrusted to this company were the removal of the former Friday Morning Club stucco building, which had to be cut into five sections, from 940 South Figueroa street to the southwest corner of Menlo avenue and San Marino Drive, where it was repaired by the company when placed on the new site; moving, from one location to another, one of the steel-and-glass stage buildings of the Goldwyn Producing Corporation at Culver City, without the slightest sign of a crack in any of the glass or shifting of any of the bolts; moving the large Gardena High School, from one location to another, on the same property; moving the brick office building of the Patten & Davies Lumber Company, on steel tracks, from 520 to 524 South San Pedro street, permitting the entire office force to continue their activities during removal, never even cutting off the telephone, water and electric light service for the building during moving. Kress House Moving Company engineers figure out all these details in short moves of this character so that business is never interfered with.

Much important moving has been done by the company in Arizona and New Mexico. Mr. George R. Kress, president and general manager of the Kress House Moving Company, Incorporated, has officiated on various committees for inspecting and repairing devastated properties at various times.



Moving Large Stage Building for Goldwyn Producing Corporation at Culver City, Weight Nearly 400,000 Tons



Moving Brick Office Bldg. for Patten & Davies Lumber Co. from one Lot to another without Inconveniencing Employees

He's a Sprinter, but Can't Keep Up With His Town

Hands and Ships Across the Sea to Hawaii

Linking of Fair Tropical Neighbor in the Pacific with Los Angeles by Fine Liners of Mutual Benefit

BY TIMOTHY TURNER

THE Hawaiian Islands are 2230 miles from Los Angeles. But this is the nearest port of the continental United States to them, and thus as sea distances go Southern California and Hawaii are the nearest kind of neighbors.

While Los Angeles has been developing from a purely tourist city to an industrial and shipping center, those subtropical islands of the Pacific have given up their dolce far niente, their ukuleles and flower garlands for American push, typewriters and automobiles. Hawaii has become a typical American community, with a large per-capita buying power, a general demand for the comforts of life, and the American manner of doing things.

The mills of the gods grind slowly and it was not until this past year that Southern California and Hawaii became really chummy. They came to realize that they have much in common. Each is an American community in the southerly zone; they share common political interests as districts on the Pacific; Los Angeles, as the direct southern gateway into the Pacific, has all the things Hawaii wants to buy, and moreover each shares the tourist traffic which just as well might continue from Southern California into the warm waters of the mightiest ocean toward the far eastern side.

A few years ago a delegation from the Los Angeles Chamber of Commerce went to Hawaii and promised that some time there would be a steamship line connecting Honolulu and Los Angeles, so that this community of interest might be realized in a practical way. Most of the steamship traffic from Hawaii was going to San Francisco and other northern ports, longer sea routes than to this port. But, aside from this inconvenience, Hawaii felt the need of a connection with the Southwest, an empire in itself, with a new manner of doing things, a new ideal in free labor and natural resources that promise a great industrial future.

The dream of the steamship connection was realized last September, and now two modern steamships, with luxurious passenger accommodations, are plying in fortnightly sailings between Los Angeles and Honolulu.

With the development of the port of Los Angeles, on the basis of natural harbor advantages, due to make it the Pacific's greatest, there arose self-sufficient facilities. The Los Angeles Steamship Company operates vessels exclusively for the Pacific trade, while an affiliated corporation, the Los Angeles Shipbuilding and Drydock Company, affords practical service to all shipping.

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Puts on Fine Liners

THE Los Angeles Steamship Company, which already was operating two fast, modern vessels, the Yale and Harvard, between Los Angeles and San Francisco, obtained two bottoms from the U. S. Shipping Board and put them in the Hawaiian trade. Both had been North German Lloyd liners, commandeered by the United States in the World War. The first is the S.S. City of Los Angeles, formerly the Grosser Kurfurst. She was reconditioned in Los Angeles Harbor and is not only the largest vessel under the American flag in Pacific waters, but is unrivaled for the elegance of her cabins and the perfection of service to passengers. The other naturalized German was rechristened the City of Honolulu, and was almost as large as the City of Los Angeles and similarly equipped. She caught fire soon after inauguration of the service and was destroyed on the high seas. The passengers and members of the crew took to the boats and were picked up, thanks to radio, without the loss of life or any injury to man, woman or child. The Shipping Board, which from the start has seen the utility to American trade of the Los Angeles-Hawaiian venture, at once allocated another ship, the President Harrison, and she, or some other of similar size, will continue in the service of the local line.

The new steamship line was inaugurated by an excursion of the Los Angeles Chamber of Commerce. Its officials, Mayor Cryer, and several hundred business men made a cruise of the islands, and everywhere were entertained. They formed personal connections and got first-hand information about their neighbor. The Americans of Hawaii already are coming to visit Los Angeles, and thus there is being formed that essential to trade—social understanding.

• • •

Trade Opportunity

THE venture has been confronted with one great difficulty, always to be found in trade with nonmanufacturing communities, the return cargo. Hawaii produces sugar, pineapples and bananas. The sugar perforce cannot come here for some time because Los Angeles lacks refineries. Like all other industries, sugar refining is a big venture in itself. It thus has been the problem to fill the holds of the two steamships, which have huge refrigerator space, with tropical fruit. Southern California already is in the fruit business, so this alliance was a natural step. Incidentally Hawaii consumes a lot of California oranges.

The pineapple is canned in Hawaii and consumed in all parts of the United States. But Hawaiian bananas are little known in the States. Americans get their bananas from Central America and in the Far West they are shipped by way of New Orleans or New York. Thus it would be better economy to get bananas directly from Hawaii and stimulate the growing industry there. The Hawaiian bananas are of many varieties, and said to be equal or superior in quality to the Central American.

The Los Angeles business men that visited Hawaii were astonished at the buying power and the demands of the American residents there, and business men in all parts of the United States will be equally surprised. The only conditions anything like it found in the Pacific are in Australia and New Zealand, and those countries are farther away and, of course, not American. But the Los Angeles trade zone is destined to be extended to Australia, because this port is so much nearer than that of the mother country, and the Australian trade now is passing to Southampton by way of the Panama Canal.

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And We Make Them

THE Hawaiian consumption for the fiscal year ended in June, 1921, contained the following items, in dollars: Agricultural implements, $388,214; automobiles and accessories, $4,288,290; breadstuffs, $3,883,755; building material, $4,575,927; chemicals, drugs and dyes, $1,088,069; confectionery, $465,028; clothing and cotton manufactures, $4,737,957; electrical machinery and instruments, $2,063,121; machinery, $3,119,220; paper and manufactures of paper, $1,287,547.

Los Angeles makes these things. Southern California, a few years ago, began to manufacture for her own uses, to fight the high freight rates, and to gain that advantage from industrial independence. Now Southern California finds she has a vast territory to export to, and things not made here that Hawaiians may need still will aid since the passage of eastern goods through this port will mean profit to the community.

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Substantial—Already Made

THERE are thirty-one banks in Hawaii, and the 1921 deposits were $51,181,404. There are 785 Hawaiian corporations, with a total capitalization of $207,034,998, with market value of shares estimated at $350,000,000. Of the corporations 154 are agricultural and 573 mercantile, and the rest banking, insurance, railway, etc. The assessed valuation of real estate and personal property in 1921 was $286,557,532.

All this does not sound like a pioneering country—Hawaii is made. With this material wealth she has American schools, American clubs and societies. She lacks an active representation in Congress, although she is vitally interested in public matters, such as Navy appropriations, tariff and Pacific diplomacy. Here is where she seeks a warm friend in California, whose interests in many things are the same, and who has the representation of a State and the prestige of a great commonwealth.

California's Fast Growing Live-Stock Industry

Quality of Animals Improved and Better Pasturing Conditions; Local Demand Increasing

BY GILLETTE E. GORDON
Assistant Farm Adviser, Los Angeles County

CALIFORNIA is principally known throughout the East as a fruit country and in fact many of the residents of the East seem greatly surprised to learn that there is a live-stock industry of any kind in California, and particularly in Southern California. They ordinarily think of nothing but oranges when California is mentioned.

In the earlier days of California, grain farming played a large part and the ranges of the State were used for the production of beef and sheep. With the increase in population in California, interests have become more diversified; much fruit is being produced, and the larger ranges are being cut up into smaller ranches. There has been comparatively little interest in Southern California in the production of live stock until the past few years when many of those engaged in fruit production are of necessity becoming interested in some method by which the soil fertility can be maintained and improved. No agriculture has yet been permanent that was not based upon the production of live stock fundamentally, and California ranchers are realizing this fact.

The question of soil fertility is solved in some cases by the production of poultry, which is an ideal industry for Southern California. The demand of the cities for whole milk necessitates a large dairy industry, which in turn helps to solve this ever-present problem of soil fertility.

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Increased Meat Demand

THE question of soil fertility, however, is not the only one responsible for the increased interest in live-stock production in this section. The increase in population in California has increased the demand for fresh meats, which has in turn created a better market for live stock. Climatic conditions in Southern California are such that live stock can be produced to great advantage on account of the little need for expensive equipment in the way of buildings.

These favorable climatic conditions also are an aid to the rapid growth and development of live stock, and animals can be turned off the land, ready for the block, at an earlier age than can be done in most other sections. For this reason many eastern breeders of pure-bred dairy cattle have been directing their attention to Southern California because of the natural advantages found here for making high records. A number of outstanding records in all breeds of dairy cattle have been made by California cows and this number of record holders is increasing very rapidly.

• • •

Dairy and Beef Cattle

ACCORDING to the last census of the United States Bureau of Markets and Crop Estimates, there are 632,000 dairy cattle in the State with a total value of $48,032,000; 1,380,000 beef cattle with a total value of $47,886,000; 2,450,000 sheep with a total value of $12,985,000; 834,000 hogs with a total value of $9,758,000; 367,000 horses with a total value of $30,094,000; and 61,000 mules with a total value of $6,222,000. This gives a total value of this live stock of $154,977,000.

The total annual consumption of beef, pork and mutton in California can be satisfactorily estimated from the United States Department of Agriculture figures on per capita consumption. These figures show the annual consumption of beef in California to be 320,000,000 pounds worth $96,000,000; 400,400,000 pounds of pork worth $100,100,000; and 25,600,000 pounds of mutton worth $8,960,000. These figures show that the amount of beef consumed in one year totals in value more than twice the total value of all beef cattle on California farms.

These figures also show that the pork consumed in one year in California totals in value more than ten times the value of hogs on California farms. These figures show that there is an ample market for greatly increased quantities of beef and pork produced in the State of California. Although the above facts show that much more fresh meat is consumed in California than is produced here, reports of animals slaughtered show that there is considerable increase from year to year.

In 1920 there were 886,126 head of meat animals slaughtered in Los Angeles under Federal and city inspection. In 1921 there were 1,119,845 meat animals slaughtered under the same inspection, an increase of 233,719 or more than 25 per cent over that of the former year. Figures for 1922 show that during the first nine months of the year 942,013 meat animals were slaughtered in Los Angeles, which is an increase of about 15 per cent over the number slaughtered in the first nine months of last year.

According to the best estimates that can be obtained, 5 per cent of the cattle slaughtered in Los Angeles come from local sources around Los Angeles, 15 per cent come from Southern California, 25 per cent from Central California, 15 per cent from Arizona, and the other 40 per cent from Nevada, Utah, Idaho, Montana and other points over one thousand miles distant from Los Angeles. The above figures are based on live animals shipped into Los Angeles for slaughter. (A smaller percentage of hogs are produced in the State than either cattle or sheep.)

• • •

Better Pasturing Methods

THERE are many opportunities to increase the production of meat animals in California by improving the quality of the stock used and improving the ranges. Many of the ranges of California have been overpastured. Better methods of pasturing on the range and the improvement of ranges through the introduction of satisfactory forage plants will result in increased production of beef and mutton. Experiments being carried on by the University of California show that the amount of beef produced on a given piece of range land can be very greatly increased by improving the forage plants on the range and removing steers at an early age and finishing them off with supplementary feeding in the valleys.

These experiments would indicate that the beef problem will be solved by keeping a much smaller number of steers on the range, and particularly those steers which are three or four years old and over, and replacing them with cows of good quality. The number of calves will therefore be increased and calves of this quality can be finished off to good advantage in the valleys with supplementary feeding. In this way the ranges can be made to produce much more beef than they have in the past.

This same system can undoubtedly be applied to sheep production as well. Much feed is wasted annually which could be used to good advantage in the production of live stock and a great deal of grain and other feeds are shipped out of the State which could be used locally to good advantage by marketing this feed through live stock.

The new Los Angeles Union Stockyards, which opened for business on November 1, should be a strong impetus to the production of live stock through supplying an open market. An open market for live stock can be recommended as it has worked satisfactorily in other communities and been of material aid in building up the live-stock industry in communities where established.

With the demand in California for all kinds of live-stock products and the improved facilities for marketing these products together with the interest of live-stock producers in improving the quality of their product through better breeding and feeding methods, and the necessity for improving the soil fertility of Southern California ranches, there is every reason to believe that the live-stock industry is just now in a position to make a remarkable growth and develop into an industry to become as well known throughout the country as some of the other leading California industries are at this time.

Los Angeles Chamber of Commerce

The Chamber of Commerce is a private corporation. Its membership includes nearly 9000 business and professional men of Los Angeles and Southern California, it being the largest Chamber in the United States, and entirely nonpolitical. One of its chief features is to supply information and literature relative to the resources and productiveness of the southern portion of the State. It is housed in its own seven-story building, occupying the second and third floors with an exhibit which covers 21,000 square feet of space and is visited by thousands of persons yearly from all parts of the world. The average yearly registration is in excess of 185,000. Daily illustrated lectures are given, with stereopticon and moving pictures, free of charge, in the Assembly Hall.

Big Strawberry Yield

California is ahead of all other States in the yield of strawberries per acre, according to statistics by the Federal Bureau of Markets. The average yield the country over, per acre, is 74 crates of 24 quarts each. The yield in California is 110 crates per acre.

Some Egg, This!

One of the largest eggs ever laid by a California hen was produced by a Black Minorca bird. It measured six and one-fourth inches one way, by eight and one-half inches the other.

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Citrus Union High School
Azusa Glendora, Cal

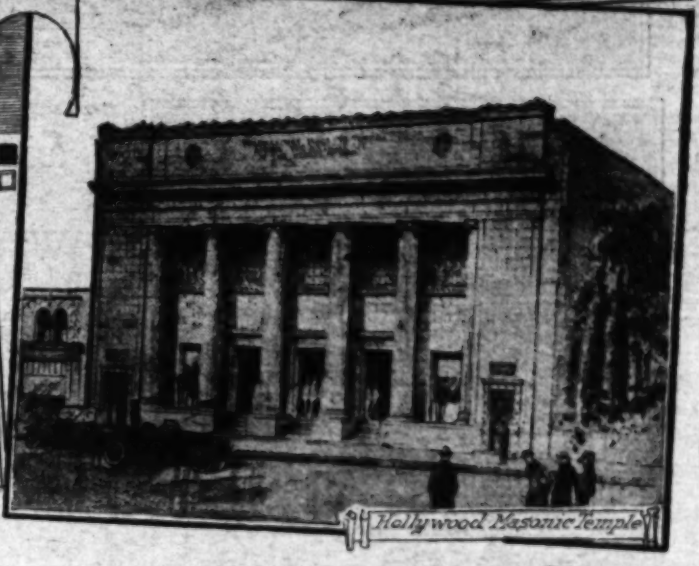
First Methodist Episcopal Church
Los Angeles



JOHN C. AUSTIN
ARCHITECT
LOS ANGELES
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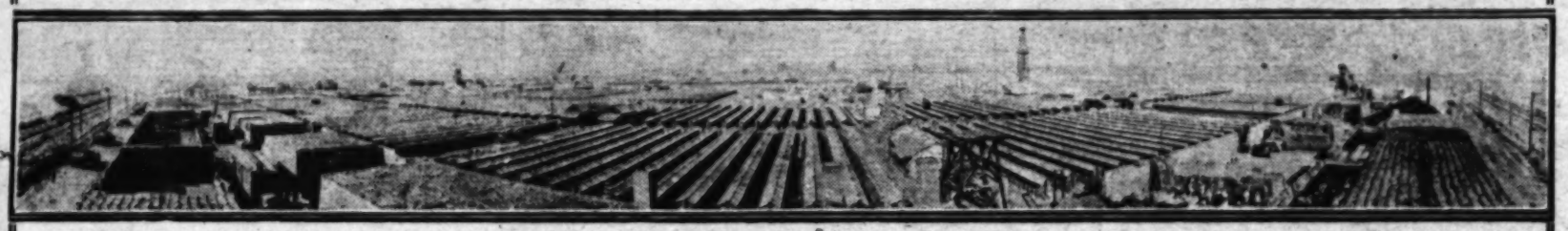
Entrance to
John Muir Junior
High School · Los Angeles



Hollywood Masonic Temple

Helping to "Build Up" Los Angeles

THE LARGEST BRICK PLANT IN THE WEST
PLANT NO. 3—SIMONS, CAL.



SIMONS BRICK COMPANY

Brick—Roofing Tile—Hollow Tile

Los Angeles Cal.	Simons Cal.	Montebello Cal.	Santa Monica Cal.	Pasadena Cal.	El Centro Cal.

Total Daily Capacity Common Brick

OVER HALF A MILLION

The Back Country; Los Angeles Helpmeet

New Opportunities in City and County Opened Through Co-operation in Development

THE approach to Los Angeles from the east is across wide deserts, commonly dreaded by travelers for their dust, glare and monotony. Once the Sonal Garden of the orange is reached, a few hours from the coast, all is lovely. But, oh! the trying passage of the desert! A number of factors have been working together rather inconspicuously toward the creation of a new attitude toward the desert. Perhaps the most important of these has been the discovery of the fact that the desert is not a desert at all, but a region of definite climatic characteristics, with its own peculiar resources and possibilities for development. Take, for example, the matter of water supply. Time was when the desert was regarded as entirely devoid of water, save for a few widely scattered springs. Now it is known that there is an abundance of water in the desert, but that it is for the most part subterranean, and that it can be brought to the surface by means of wells. Take, for example, the matter of climate. Time was when the desert was regarded as entirely devoid of rain, save for a few widely scattered showers. Now it is known that there is a definite rainy season, and that the rainfall, though light, is sufficient for the growth of many crops. Take, for example, the matter of soil. Time was when the desert was regarded as entirely devoid of soil, save for a few widely scattered patches of sand. Now it is known that there is a vast area of rich soil, and that it is capable of producing abundant crops when properly irrigated and cultivated.

Thus it is that the desert, which was formerly regarded as a barrier to travel and commerce, is now being transformed into a region of great agricultural wealth. The same is true of the mountains, which were formerly regarded as a barrier to travel and commerce, but which are now being developed as a source of timber, minerals, and water power. The same is true of the valleys, which were formerly regarded as a barrier to travel and commerce, but which are now being developed as a source of agricultural wealth.

Thus it is that the back country, which was formerly regarded as a barrier to travel and commerce, is now being developed as a source of great



Pacific Clay Products Company


Plant No. 6, Los Nietos, California


Grinding Clay

"THE SIGN OF SERVICE"

1888 PACIFIC 1923

WITH a capitalization of $1,000,000, the Pacific Clay Products Company is one of the leading manufacturing institutions in Southern California's industrial development. Its products include vitrified clay sewer pipe, fire brick, face brick, fire clay flue lining, electric conduit, and a great variety of stoneware, including jugs, jars and bowls. The distinctiveness of the stoneware manufactured by this company is conceded by the trade.

One of the leading activities of the company is the manufacture of vitrified clay sewer pipe, while another department which has grown very rapidly is that concerned with the manufacture of face brick, fire brick, fire clay flue linings and other clay products.

The company owns clay beds comprising 480 acres in Riverside county. Its plants in Los Angeles cover twenty-eight acres and in Los Nietos forty-two acres. In the three main plants there are fifty-six kilns, providing a burning area of 25,000 square feet.

The market for products of this company extends well over the United States, Mexico, South America and the Orient.

Close adherence to the highest manufacturing standards and the exclusive use of the exceptionally fine clay found in certain parts of California are largely responsible for the splendid success of this institution.

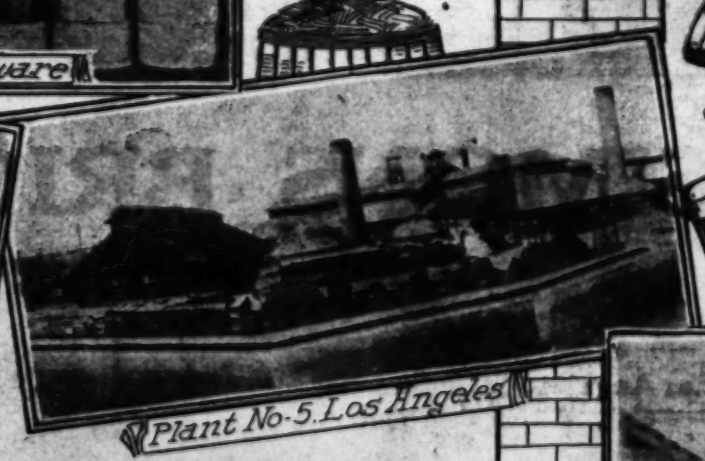

Pressing Flue Lining


Battery of Kilns


Shipping Refractories


Stoneware


Plant No. 4, Los Angeles


Plant No. 5, Los Angeles


Field of Sewer Pipe


Fire Clay Chimney


Terra Cotta Chimney

Los Angeles a Port of World Traffic

Harbor, Already a Tremendous Trade Inlet and Outlet, Undergoing Development for the Future

BY CAPT. S. STEELE SANDBERG
Terminal Manager Los Angeles Harbor

THERE are two periods in the development of any comparatively new country when the harbors reach the highest stage of importance. The first period is when that country is settled by people from distant lands as was the United States by our forefathers; the second is that reached through the industrial and commercial growth of the harbor communities. Los Angeles Harbor, besides that which was sold, the statistics five canned fish to the value of $140,218—for exports.

consideration involving the expenditure of in excess of $40,000,000 during the next few years in an effort to provide those facilities

ward those ports where they know that any built or machine repair, regardless of extent or character, which they need, can be expeditiously executed. In this respect Los Angeles Harbor has been particularly fortunate.

One concern, formed before the outbreak of war because its organizers were farsighted enough to recognize the need of such facilities, is the Los Angeles Ship-

The Back Country; Los Angeles Helpmeet

New Opportunities in City and Country Opened Through Co-operation in Development

THE approach to Los Angeles from the east is across wide deserts, commonly dreaded by travelers for their dust, glare and monotony. Once the genial garden of the orange is reached, a few hours from the coast, all is lovely. But, oh! the trying passage of the desert!

A number of factors have been working together rather inconspicuously toward the creation of a new attitude toward the desert. For one thing, a sort of popular travelogue interest has been aroused by the illustrated writings and lectures of naturalists and modern explorers. The discovery has been made that in the desert, within 115 miles of Los Angeles at the nearest point, exists the most comfortable and pleasing winter climate in the world. Then, appreciation of remarkable scenery, interest in the curious native plants and animals, plus atmospheric color effects seen through the eyes of artists, have humanized away much of the old dread of monotony.

Still more tangible and convincing results toward the breaking down of the former attitude have been accomplished by reclamation. Now, by whichever of the three or four main routes the traveler may be journeying toward Los Angeles, he is surprised by bright, verdant encroachments upon the arid vastness. Lancaster, Barstow, Blythe, Yuma are shining stars in the handle of the Great Dipper reaching from the north to the southeast, with Imperial Valley forming the dipper itself. In those regions the desert has been made to bloom and to produce like favored sections of a southern river valley enjoying the best advantages of natural fecundity. Imperial Valley, scarcely twenty years out of the desolation class, is a garden principality of nearly 500,000 cultivated acres. Beyond the Salton Sea, to the north, glimmers the beautiful, if somewhat fainter, Little Dipper of the date-growing settlements in Coachella Valley. Other prominent constellations farther afield are the Salt River Valley around Phoenix, the Gila River Basin, at several points as far east as the New Mexico boundary; the region around Tucson, and the long, bright ways along the Rio Grande and the Pecos.

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New Future for Desert

THESE many thriving agricultural settlements in the arid Southwest point plainly to a new sort of future for the desert, one that is destined to deprive the name of significance in all arable sections. The eyes of Los Angeles contemplate this region to horizons hundreds of miles distant with the fond, closely concerned gaze of a parent or partner. As the largest city within it, the city best equipped and most favorably situated to utilize its resources, market its production and distribute to it the things it needs, Los Angeles looks upon the vast region as her own particular and logical domain for development and improvement—her own splendid back country.

To Los Angeles and the business interests whose destinies are linked with hers, there is an important point of view from which this back country is scrutinized for its possibilities and resources. Industrial development has launched the Southern California city upon a highly accelerated career of growth, increased business and rapid increase in population. Her imperative need is not only to tap the back country for raw materials for her factories and industrial plants; but it is also for plenty of food-producing country to expand in and to depend upon for the supplying of her growing demands.

Industrial expansion means the invasion of her surrounding orchards and gardens. Already thousands of acres have given way to oil fields, manufacturing establishments and residence tracts. This means the pushing back of the sources of the city's food supply, as well as of the many products of the soil, from meat and cereals to vegetables and fruits, upon which some of her largest and most essential industries depend. The city's beef, mutton and pork even now come from ranges for the most part distant in the back country.

The daily milk is trucked and railroaded in from dairies 50 to 150 miles distant. A small percentage of the vegetable supply is obtained from local truck gardens; but the bulk of the vegetables are shipped in from Imperial and other back-country truck gardens. Nothing could be clearer than that the fruit-growing interests will have to establish new strongholds farther out from the city. The deciduous fruit industries have already moved to the interior valleys, hills and plateaus north, east and south. The time is near when the semitropical fruits and nuts also will have to take advantage of congenial zones within the back country.

On account of the suitability of some or other parts of the back country to every crop that has been growing within hail of Los Angeles, as well as to the development of several others of great importance—the date and cotton, for instance, the new movement translates itself into a matter purely of enlarged opportunity. Hence interest is focusing upon the semiwild, hilly areas, the mountain valleys and the wide, arable ranches of the desert, at the back door of Los Angeles, both near and far, with the view of bringing these long-idle lands within the fold of domestic productivity. Their possibilities have been amply proved out. They need but the touch of water and the scientific care of man. And projects for the development or storage and diversion of water are coming to the fore in greater numbers and on a greater scale every year, indeed almost every month.

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The Colorado River Project

THE tremendous project for harnessing the Colorado River means the expansion of agriculture in the lower basin, in both the United States and Mexico, to more than double its present extent; the generating of enough horsepower to open the mineral resources, operate the railroads and serve all the municipalities and cities in the interested sections, and insurance for the rich sub-sea-level valleys of the basin



against inundation by flood. The controlled river will add 50 per cent to the developed horsepower of the United States.

To Los Angeles the importance of the project from the agricultural angle is twofold: First, the growing metropolis is assured of a sufficient supply of food and raw production from these lands to meet her requirements, both for consumption and manufacture; and second, in the suitability of the reclaimed areas for the growing of cotton, hemp, flax and ramie, she sees tremendous possibilities in the development of textile industries. Moreover, in addition to such sources, supplies of wool will continue to be available from the unreclaimed and unarable portions hundreds of miles to the east, northeast and south into Mexico; while latent resources are awaiting recognition in the native yuccas and certain fibrous legumes that might be introduced into the habitat of their drought-defying wild cousins. Los Angeles has but to take advantage of her opportunity to become one of the greatest manufactureres of cotton and woolen goods, linen and fiber materials in the world.

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Industrial Progress

THE reasons for the launching of Los Angeles upon an earnest and inevitable career of industrial achievement are perhaps too many and various to be categorically stated. The possibility of ever-greater overseas trade, encouraged by the Panama Canal and the growth of a merchant marine, and stimulated by the construction of a fine harbor, had a good deal to do with it. War service was full of industrial and trade suggestiveness. The extent of the natural marketing territory, Latin America near, Australia, Japan and the Orient across the Pacific, afforded incentives. The acquiring of more industries, moreover, was a logical means of putting to work the immense resources of cheap fuel, cheap water and hydroelectric power. An ever-increasing population had to be cared for, in the matter of the things they consumed, utilized in business, and in the important matter of providing employment. Then the climate favored both the worker, by making the conditions healthful and pleasant, and the industries by enabling them to operate the whole year round. And finally the knowledge of vast available resources near at hand aroused a spirit of aggressive independence, which resented paying high prices for eastern goods manufactured out of western raw materials.

If the back country is full of assurance for agricultural expansion, it is equally replete with the promise of tremendous quantities of mineral materials for the feeding of many sorts of industries. Never before has a section of America presented so attractive a manufacturing and industrial front, abundant resources on the one hand, wide and eager markets on the other. The situation may be likened to that of New England at the beginning of the latter's manufacturing career, in that cheap and plentiful hydroelectric power is a determining consideration. Also Los Angeles is the center of the greatest and most dense population on the Pacific Coast, as the New England industrial centers were at that time of the Atlantic. But the similarity goes no farther. Los Angeles enjoys practically every other advantage in the form of ready resources and attractive climate which New England lacked.

The Los Angeles back country is the last and richest frontier of great extent in the United States; and, owing to the fact that it is in the making, the opportunities it affords to intelligent and energetic men of initiative, with great or small capital at their command, are the best that the world offers. Either in the field, in the production of raw materials, or in the city, in the refining and fabrication of finished products, the doors of opportunity are wide open to those that may be able to enter. There are many men who have grown up in industries elsewhere, limited to subordinate positions although they may know the operating technique better than the presidents and owners.

To such, possessing initiative, the great new field of the Southwest holds out the most glowing promise. For out of the union of what such men can bring with what this last frontier can give, will be struck the bright achievements of constructive subjugation and prosperity. Many industrial sections of America are already effete; everywhere else the horizon of opportunity narrows to the practical exclusion of reward for independent capability and effort; capital struggles like a giant whose strength is sapped by the dearth of oxygen in a tight chamber; but in the Great Southwest and its fair metropolis both the spirit and the rangy arena of early America still prevail in stimulating amplitude, offering new worlds to conquer under the happiest of conditions, and welcoming champions from everywhere.

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Hydroelectricity

HYDROELECTRICITY is the wand that will unlock untold stores of mineral wealth in all parts of the desert. It will reopen hundreds of old mines containing gold, silver, copper, lead; it will render available the vast deposits of low-grade ores, of which the number includes nearly all that are known to applied science, both in the metallic and in the nonmetallic classes. It will powerfully stimulate delving into the mineral resources of a vast wilderness whose surface deposits have hardly been touched owing to operating and transportation difficulties, and whose hidden wealth is a book unopened. New railroads and fine concrete roads will provide cheap transportation for the movement of the ores to the smelting and refining centers. From the Colorado River westward trains will, in all probability, be run to Los Angeles on electrical power.

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Raw Materials

MOUNTAINS of iron ore, tungsten, molybdenum, manganese and other metallic-bearing ores; huge deposits of rock salt, silica, gypsum, borax, infusorial earth, talc, lime, cement, pumice, alum, and so on, are lying practically untouched because of lack of facilities for utilizing them in the West. The Pacific Coast has suffered seeing certain of its ores shipped to the manufacturers in the East, at most narrow profits to the producers; then shipped back again as finished products to supply the western demand at excessive costs to the consumers. In the case of ores that could not be mined at all, because of prohibitive marketing charges, the West has observed the East import the same ores from foreign fields, mined by cheap labor and shipped as ballast; and the western consumers have had to buy the resulting finished products within the actual zones of their own unmovable resources.

It has been estimated, conservatively, that 200,000,000 tons of iron ore is awaiting removal in Riverside and San Bernardino counties of Southern California, within 150 to 250 miles of Los Angeles. The probable total amount cannot even be guessed at. Great deposits exist likewise in Lower California, Mexico, Arizona, Nevada, Utah and New Mexico. Nor is this ore in situations rendering it difficult to mine. Vast amounts may be hidden in the earth, but the known supplies are in surface deposits, suitable for quarrying and loading by steam-shovels. Samples show that it runs from 4 to 10 per cent richer than Lake Superior ore; it contains less gangue to be fluxed; the phosphorus content is small, well within the



limit.

It has been figured that Los Angeles can bring in her back country iron ores at less than one-half of what it costs Pittsburg to bring in her Lake Superior ores. Further, that Los Angeles can make her own pig iron in blast furnaces at two-thirds of the cost of importing Pennsylvania pig iron by freight or ship. Why, then, should the Pacific Coast continue to carry expensive subscriptions to the pig iron and steel industries of the East and the South?

The problem of coking coal has held back western development in these industries. But Los Angeles has many sources from which to procure suitable coal. There is Carbon county, Utah, with a ready supply. Undeveloped fields lie in Monterey county of California, in Washington, Alaska, the San Juan Basin and in the Ortiz Mountains of New Mexico. But the problem may be solved quite outside the coal equation, as the electrical furnace has already begun to compete with the blast.

Certain ores have long been shipped from the west to the east for the manufacturing of glass, porcelain, terra cotta, interior-decorating materials, roofing, flooring and insulating fabrics; thence to be shipped back for marketing in the very territory where the raw material originated. But Los Angeles has already begun to put a stop to such expensive practices. She is now making glass and clay products herself. The essentials of the industries are near at hand in convenient forms, to be applied under the most desirable of manufacturing conditions. There is fuel from natural gas and fuel oil. There are fine and abundant deposits of silica, suitable sands, clays and limestone. Soda-ash, thenardite, potash and fire clay are available in unlimited quantities from handy sources. The markets for glassware of various kinds are extensive, owing to the preserving and canning of fruits, the bottling of fruit juices, and the demands of an ever-increasing population for household, building and kindred purposes. The same may be said for chinaware, porcelain, sanitary-ware and ornamental ceramics.

To the tremendous demand for cement by the building trades is added that of irrigation. The industries that are beginning to utilize the deposits of kaolin, mineral paints and chemical ores face a similar prospect of expansion to meet the increasing demands for their many finished products for building, decorating, fertilizing, spraying, household service and utility in manufacturing processes. The number of Los Angeles industries is now totalling in the neighborhood of 4000. Hundreds of these draw their materials directly from the back country; hundreds more are dependent directly or indirectly upon articles, substances and preparations originating in back-country resources.

The range, both in the kind and extent of manufacturing, is most curious; at one extreme is the immense Goodyear plant, utilizing tremendous quantities of cotton; at the other a small "plastoid" factory in West Hollywood, using cement and other materials in the exploitation of a secret formula for building purposes. The significance is simply this, that Los Angeles offers what is probably the most favorable, and certainly the most congenial, field in America for the branching-out or replanting of the greatest and best-known industries, as well as for the opening of small laboratories and works, and the popularizing of new articles and devices.

In the very back country from which Los Angeles is deriving, and increasingly will derive, the wherewithal of her industrial activity, there in the hills, the mountains and arid plains of the Southland counties, of Arizona, Lower California, Northern Mexico, Western New Mexico, Southern Colorado, Utah and Nevada, are being built up in reciprocal fashion splendid homelands and thriving populations, whose prosperity centers in the production of the raw materials. Imperial Valley is in process of doubling. The farming lands around Yuma, of the Gila and Salt River valleys, of Palo Verde and the Colorado valleys, possessing rich potentialities in the production of citrus fruits, dates and many other semitropical fruits and plants, may be multiplied once, twice or several times. In the mining field what Goldroad, Tumco, Virginia Dale and a score of other old camps have been; what Tucson, Globe, Kingman, Searchlight and other prosperous mineral cities now are, hundreds of other places are capable of being and destined to outrival. And as Los Angeles depends upon her back country, so will the populations there draw their necessaries, articles of convenience and luxury, advantages of culture and amusement, from the Southern California city. Both will wax strong in the partnership, each serving and benefiting the other. Both will be sellers and buyers, distributors and markets, in flourishing independence, with the outside world easily accessible through the Los Angeles Harbor for the unlimited development of commerce.

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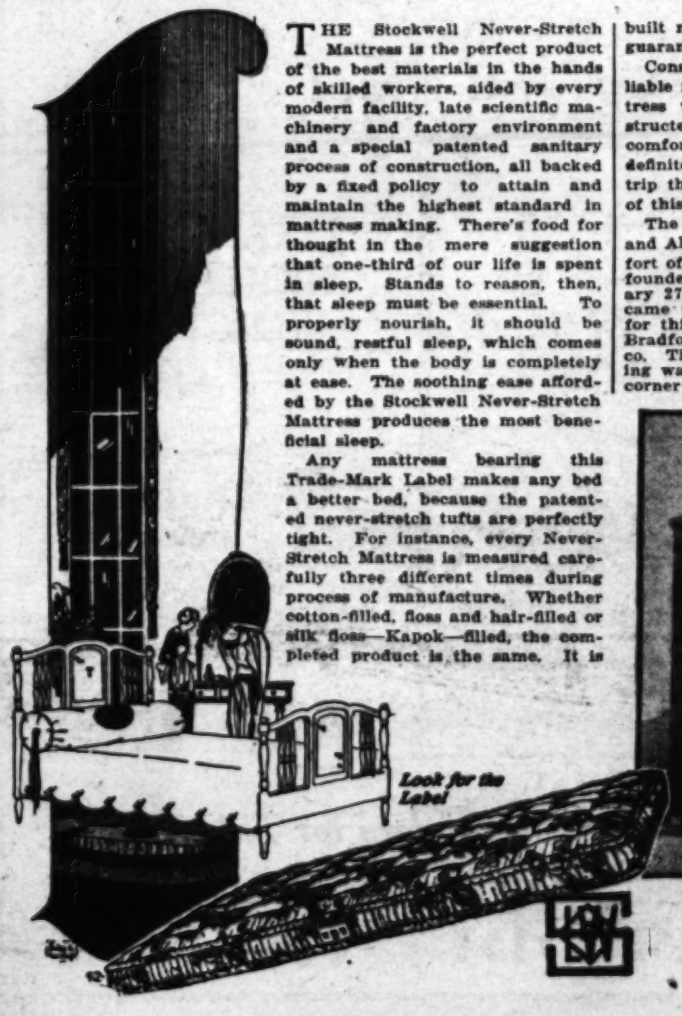
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L.W. STOCKWELL COMPANY



THE Stockwell Never-Stretch Mattress is the perfect product of the best materials in the hands of skilled workers, aided by every modern facility, late scientific machinery and factory environment and a special patented sanitary process of construction, all backed by a fixed policy to attain and maintain the highest standard in mattress making. There's food for thought in the mere suggestion that one-third of our life is spent in sleep. Stands to reason, then, that sleep must be essential. To properly nourish, it should be sound, restful sleep, which comes only when the body is completely at ease. The soothing ease afforded by the Stockwell Never-Stretch Mattress produces the most beneficial sleep.

Any mattress bearing this Trade-Mark Label makes any bed a better bed, because the patented never-stretch tufts are perfectly tight. For instance, every Never-Stretch Mattress is measured carefully three different times during process of manufacture. Whether cotton-filled, floss and hair-filled or silk floss—Kapok—filled, the completed product is the same. It is built never to stretch and it is so guaranteed.

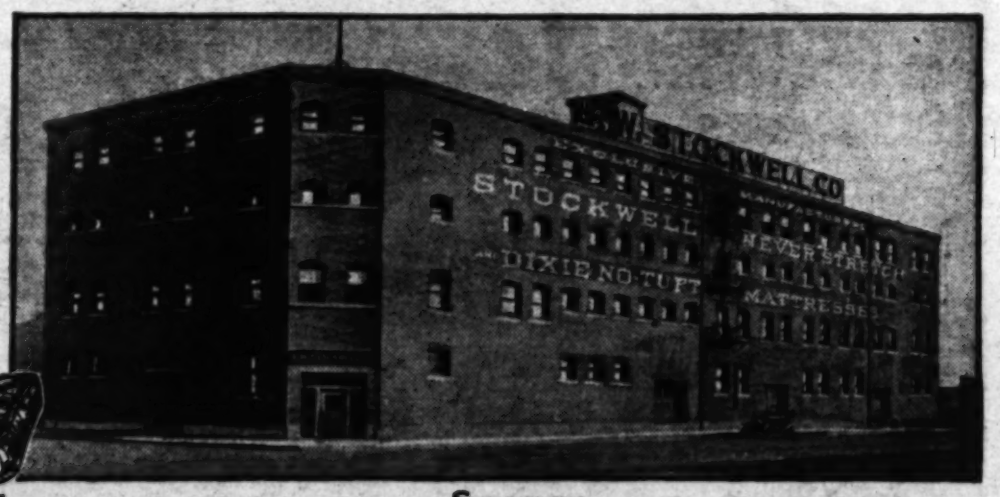
Consumers desiring definite, reliable information about a mattress which is scientifically constructed to prove permanently comfortable and hold its shape indefinitely, would find an inspection trip through the splendid factory of this company very profitable.

The present institution at Fourth and Alameda streets is the final effort of the late L. W. Stockwell, its founder, who passed away January 27, last. The latter originally came to Los Angeles as manager for this section for the Hulse-Bradford Company of San Francisco. That was in 1891 and a building was occupied at the northwest corner of Spring and Sixth streets. Increased business caused removal across the street later on and once more soon thereafter still larger quarters were needed and removal this time was to Seventh and Main streets. During the year 1905, the late Mr. Stockwell bought out the Hulse-Bradford Company and began to invent and perfect various pieces of mattress-making machinery which today make it possible for the incorporated company bearing his name to give the consumer in California and Arizona the "Stockwell Never-Stretch Mattress." It was shortly after buying out the Hulse-Bradford Company that removal was made to the present factory location.

Stockwell Never-Stretch Mattresses are manufactured under the most sanitary conditions. For instance, the cotton-cleaning process removes all dirt particles from the linter product. The same rule applies to silk floss. Special machinery, intricate in mechanism, attends to the carding and felting of the cotton into layers. Then there are innumerable special tufting machines—for the establishment has a daily capacity of 300 mattresses—which insure the evenness of tufts and roll-edge machines which give perfect fit and holding qualities to every mattress.

Notwithstanding the fact that cotton forms a great part in mattress manufacturing, one of the outstanding features of this establishment is its cleanliness. The beaten-out dirt from the cotton is burned daily, but what is of greatest importance to the consumer, not an atom of foreign substance ever enters the mattress filling.

The present establishment is managed by Mr. N. Y. Stockwell.



STOCKWELL Never Stretch mattress

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Chamber of Commerce a Mighty Builder

Most Potent Development Agency Will Rear Ilself Model Home and Boost All Pacific Trade Countries

BY TIMOTHY TURNER

THE Chamber of Commerce is going to build a home which not only will be a model institution but will reflect in a peculiar degree the sudden development of Los Angeles as a world port. Among other features not common to buildings of this character, there will be space for exhibits of foreign countries. These will not be mere displays of farm and mineral products but ocular illustrations of what Los Angeles has not about to do and labor, and what once was but a tourist city became of a sudden an industrial center.

The Los Angeles Chamber of Commerce is distinctly a working organization. It has nearly 10,000 members and its scope of activities makes it the most energetic business organization on the globe.

It is the hope that the thirty-fifth birthday anniversary of the chamber, Oct. 11, 1923, will be celebrated in the new home. It

both ways. The Pacific countries are now buying freely from America in unprecedented quantities, but ships cannot be run with empty holds on their return trips. It thus becomes of interest to the port of Los Angeles to encourage the development of trade with Pacific countries.

soil and they have the raw materials which we need. The history of trade is the history of reciprocity.

How Los Angeles Became Great Seaport

Leads in Lumber Imports and Oil Exports; Million Pounds of Edible Fish Monthly

BY WALDO DRAKE

FROM an obscure lumber port in 1917 to one of America's six great seaports in 1922. That is a summary of the growth made in five years by Los Angeles Harbor—the dominating factor in the economic life of the Great Southwest.

In 1919 only six offshore steamship lines included Los Angeles Harbor in their ports of call. Today more than a hundred freight and passenger services, whose vessels touch at every port of importance in the world, are sending their ships into the world's fastest-growing port on regular schedules. During the past year, five American and foreign shipping combines, operating globe-girdling merchant fleets, actually established new lines to Europe and the Orient that their vessels might touch in at Los Angeles Harbor.

For more than a score of years the port has been the largest lumber import center in the world. But its activities in this line have made remarkable jumps in 1922; today Los Angeles Harbor holds the enviable position of receiving more lumber products than any other of American ports. An average of 10,000,000 feet of lumber enters the harbor daily from the north.

In the conversion of the raw lumber into the finished product, there are seven huge lumber yards and mills in operation, with three others either under construction or contemplated. One of the latter, that of the Los Angeles Lumber Products Company, when it begins operations early in January, will be the largest and most complete plant of its kind on the Pacific Coast. Products of the Los Angeles yards, both the raw and finished product, move inland at the rate of 10,000,000 feet per day, the biggest factor in the development of the Southwest. All midwestern commercial centers, including Omaha, Kansas City and St. Louis, are regular markets for Los Angeles Harbor's lumber production.

The close of 1922 also saw the port come to the front as the greatest American oil port. The remarkable growth of California's petroleum industry, coupled with Los Angeles Harbor's geographical location and economic conditions along the Atlantic seaboard and on the Continent, brought about an increase in oil exports of from 1,500,000 barrels during June, 1922, to 3,800,000 barrels in August, last.

Four oil companies, for several years have had huge refineries or terminals at the port. The beginning of 1923 will see three others go into operation after an expenditure of $10,000,000 for construction alone in three months. Five new oil transport services have entered the port's permanent list during the past six months.

Shipping men point out that the port is peculiarly adapted to become the one great oil port of the world. No other port in America has as fine bunkering facilities. A vessel may come in from the open sea, and within five hours have enough fuel oil in her bunkers to carry her around the world, the fuel being taken either direct from the terminal or from barges.

Fuel oil at Los Angeles Harbor is not only of the highest grade, but cheaper than at any other bunkering port in the world. It is pumped into the tanks of vessels, either at San Pedro or Richmond, for one dollar per barrel. The next lowest price is at New Orleans, where the terminal price is $1.25 per barrel. All Atlantic ports quote $1.45 per barrel, with the exception of New York, where the old figure of $1.51½ per barrel still holds.

Tanker fleets, flying the flags of America, Great Britain, France, Norway and Japan, carry, not only crude and fuel oil, but refined products to every corner of the globe. California gasoline is transported in huge quantities to the United Kingdom, the Atlantic Coast and the Orient.

The port's third greatest industry is the harvest of the sea. More than 1,000,000 pounds of every variety of edible fish in Southern California and Mexican waters come over the wharves every month to the largest wholesale fish market on the Pacific Coast. Five months of the year, there are twelve tuna and sardine canneries in operation, giving employment to 15,000 persons and with a total output valued at $10,000,000 annually.

A fishing fleet numbering more than 400 of the most modern craft of their type on the Pacific claims Los Angeles Harbor as its home port. Hundreds of the purse-seine craft that formerly operated in the Northwest salmon industry have transferred their activities to Southern California waters, and have given great impetus to the industry.

Los Angeles Harbor is the home port of the Pacific Fleet, the greatest fighting force afloat. For the greater portion of the year, this mighty armada, including twelve huge dreadnaughts and scores of auxiliaries, rides at anchor within the protection of the breakwater, cruising to the drill grounds only a few miles off shore for maneuvers and returning each evening.

Climatic conditions obtaining at the port are ideal for the training of sailormen, as well as for practice and maneuvers and upkeep of the warcraft. As a result of this, the Navy has for years maintained the most powerful submarine flotilla in Pacific waters at Los Angeles Harbor, and is now preparing plans for the construction of a $5,000,000 submarine base, to be the largest base for underwater craft in the world.

With the dreadnaught force at its home base, Los Angeles Harbor is also the home of the 15,000 officers and men manning the fighting craft. The social and athletic activities of the sailormen form an important link in the civic life of the Southland.

Mention of the selection of the port as the base of the Pacific Fleet brings out the fact that Los Angeles Harbor is the best naturally protected harbor in the world. It nestles back in the elbow of a great arm of land which has as its seaward extremity the rocky promontory of Point Fermin. To the north, the Palos Verdes Hills rear themselves to protect the Bay of San Pedro. Forty miles out to sea, the magic isles of Santa Catalina and San Clemente rise out of the Pacific as protection from the dreaded sou'westers, while eighty miles out to the northwest the Channel Islands form the northern end of this perfect natural barrier. Storms, therefore, never reach the Santa Catalina and Santa Barbara channels, and the port of Los Angeles is considered the best haven on the Pacific.

Moreover, Los Angeles' huge outer harbor is kept like a millpond by the great breakwater that curves out from Point Fermin for a length of two miles. There is no bar at Los Angeles Harbor; the port has forty-eight feet of water at low tide, and behind the breakwater is anchorage space for more than a hundred ocean-going vessels.

Port facilities of Los Angeles Harbor, too, are considered among the world's best. There are now approximately thirteen miles of wharves in use, while work is rapidly going forward on nearly that much more of what will be the most modern wharves and piers on either coast. Chief among these projects is the huge Union Pacific terminal on Terminal Island. It will be composed of four huge deep-water slips, each 1100 feet long and extending diagonally in from the main channel, which is now being widened to 1000 feet. Between the four 300-foot wide slips will be huge steel transit sheds, costing $1,000,000 each. Double tracks will be built on each side of every wharf to facilitate the handling of cars and cargoes, while at the bases of the piers, classification yards will be built. Other projects include the $600,000 steel terminal of the Southwestern Wharf Company, developments by the Harbor Department in the Wilmington district, totaling $3,000,000, and extensive increases in the plants and activities of the ten lumber companies operating at the port.

With all this growth in the commercial and industrial life of the port, the town of San Pedro itself has, by necessity, grown by leaps and bounds. From a population of 15,000 in 1917, it boasts of more than 37,000 permanent residents for the first part of 1923. Building, the universal indication of a city's growth, has also taken a remarkable jump during the year. Building permits totaling nearly $5,000,000 were issued, while over 1100 of these permits were for residences alone. Five new residential tracts and subdivisions were also opened up during the year. Wilmington, forming the eastern center of the port, also experienced the greatest boom in its history during 1921, while the contagion of prosperity and growth has also extended to Harbor City and Lomita, thriving industrial and residential suburbs of the port. Back up on the Palos Verdes Hills, a great development project is getting under full swing and $30,000,000 will be expended to complete the primary aims of its promoters. When this big development gets under way, the whole Los Angeles Harbor area, comprising a huge semicircle of approximately 120 square miles, will be one great, fully-organized entity. Transportation facilities of Los Angeles Harbor are uniquely the most efficient in America. More than 40 per cent of the port's water-borne commerce is transported to or from ship side by motor truck—the only seaport in the world where a similar condition obtains. The rail facilities, too, are especially well adapted to the needs of the port. Three lines, the Southern Pacific, the Union Pacific and the Pacific Electric, enter the harbor, while a fourth, the Santa Fe, will be in full operation by early spring. The Harbor Department maintains the Municipal Belt Line, which serves every dock or terminal on the mainland section of the harbor. On Terminal Island, or the East San Pedro section of the port, the land transportation facilities are controlled at present by the Union Pacific system.

However, when the immense twin bascule bridge over Cerritos Channel goes into operation at the close of this year, it will open up another great transportation artery from the port into Los Angeles. The Harbor Truck Boulevard, twenty-three miles of concrete, leads directly from the city's industrial district to the site of the bridge, which will be the largest in the world.

Two of the most complete and largest shipbuilding plants on the Pacific Coast are also located at Los Angeles Harbor. The Los Angeles Shipbuilding and Drydock Corporation, located in the West Basin, boasts facilities for the repair, overhaul and reconditioning of the largest vessel afloat, and also has unlimited facilities for new construction. The concern has in operation a 12,000-ton floating drydock, and during the year has refitted, reconditioned and repaired hundreds of vessels for the Shipping Board, Navy Department and private interests. The plant of the Bethlehem Shipbuilding Corporation, Ltd., on the southern extremity of Terminal Island, is also adapted for every angle of marine repair work or new construction. A floating drydock of 12,000 tons capacity is also in operation at the yard.

Both plants made enviable records in ship construction during the war, building a total of fifty-five freighters under the program of the Emergency Fleet Corporation. Ninety per cent of these vessels are now in active service, carrying the American flag and the fame of Los Angeles Harbor to every corner of the world.

Intercoastal trade is, of course, Los Angeles Harbor's heaviest item. For 1922, the port's intercoastal trade was expected to reach a total value of approximately $125,000,000, representig a total tonnage of 675,000 tons passing through the Panama Canal either to or from this port. A remarkable feature of the intercoastal trade of the port is that the eastbound and westbound cargoes were almost perfectly balanced. From the Atlantic seaboard came steel, iron, canned goods and furniture as the principal products, while from Los Angeles to the east coast went petroleum, fresh fruits, canned and dried fruits, fish, wool, hides and agricultural products.

The port's foreign commerce for 1922 was in excess of $50,000,000, an increase of approximately 100 per cent over 1921. Japan again led as Los Angeles Harbor's best customer, one-fifth of our total foreign trade being with Nippon. Canada and the British Isles came second and third, with Mexico fourth, in volume of trade.

Exports to foreign countries were fundamentally the same as those sent to the east coast, although of a more miscellaneous nature. Exports to Japan consist largely of petroleum, iron and steel manufactures, chemicals and raw cotton. To England, the second important country as to exports, went largely canned and dried fruits, oil cake meal, agricultural products, cotton and canned fish. China, the third in the export list, received goods of a widely diversified nature, consisting chiefly of iron and steel manufactures, medicines and drugs, wool and cotton goods, fuel and kerosene oil.

Canada comes first in the import list, and from the country to the north Los Angeles Harbor received mostly newsprint paper, with lumber, wood pulp and fertilizer making up the balance. Japan, during 1922, sent to Los Angeles large shipments of silk, wool and cotton manufactures, bamboo, china and earthenware.

From Europe, the port's biggest imports consist of plate-glass, pigiron, coke, steel billets, wool goods, chemicals, linseed oil, linoleum, rags and flax. Mexico last year sent chiefly sugar, coffee, fresh fish, vegetables and cacao, with shipments also of hardwood lumber, kapok and mother-of-pearl.

A study of the trend of foreign trade shows that the imports from England, in return for raw materials purchased on the Pacific Coast, are largely manufactured articles. From the Orient, however, as well as other countries whose industrial life is not so far advanced as that of Great Britain, the opposite is true.

In other words, the foreign commerce of Los Angeles Harbor is rapidly making the port a great world market for the raw materials of certain parts of the world, as well as the finished products of other countries.

MARKETING FARM PRODUCTS

More Systematic Methods of Distribution Follow Increase in Yield and Acreage

BY DON FRANCISCO

AGRICULTURAL thought has passed through two stages and is entering the third. As the first period was marked by the focusing of science upon production and the second by a stimulated study of distribution, so the third is to be distinguished by an awakened interest in the market itself—the buying and consuming habits of the public and how they may be influenced.

"To make two blades grow where one grew before," has expressed, in popular phraseology, the motive of most agricultural study. Until recent years comparatively little attention has been given to the problem, rapidly developing in some industries, "What shall be done with the extra blade?"

Then came more systematic methods of distribution, more aggressive selling and many improvements essential to better marketing, such as improved quality, standardized grades and trade-marks.

Yet there were agricultural industries which, after they had pushed their cultural practices to the highest scientific point, after they had perfected the most effective selling machinery, and after they had worked out most of the economies possible in both producing and selling, learned with amazement that with all this progress they could not dispose of their splendid crop at a profit.

They found they had come to a consumer problem. They were face to face with the fact that in the last analysis they could sell no more than the public would consume and they couldn't quickly curtail the supply. Their problem now lay back "in the hearts and stomachs of the people" in their willingness and desire to consume more. They realized that they must study the buying and consuming habits of the public as they had studied the growing and producing habits of their trees, and that they must find ways of getting people to eat more of their foods, just as earlier they had found ways of getting the trade to buy more.

Fortunately, out of the previous stage in agricultural study had emerged the great co-operative marketing associations. And it was these highly organized marketing machines that, to market the crop of their thousands of grower members, first turned to a study of the real market—the public—and, borrowing from the experience of the manufacturer, adopted advertising as the most effective and economical method of influencing buying habits.

Supply and demand are the two factors that control farm product prices. Since the first cannot be influenced, farm industries which have worked out the possibilities of aggressive sales methods, yet are desiring to improve their market, must devote their attention to the stimulation of demand. In no other way can a rapidly increasing crop be moved into consumption at a price that will yield the grower a fair return.

Thirty years ago, when California produced approximately 2,000,000 boxes of oranges annually, the growers thought they were overproducing. The supply was so far in excess of the demand that at times the returns were below costs. By co-operation they reduced expenses, minimized decay and perfected their marketing machinery, until by 1914 they had pushed up their annual sales to 10,000,000 boxes.

But in response to the success of co-operative organization, thousands of acres had meanwhile been planted. It was clear from a study of the figures on nonbearing acreage that within a few years California would face the task of moving 50 and then 100 per cent more oranges into consumption each year. The difficulty in disposing of even 10,000,000 boxes at profitable prices raised a grave doubt as to whether or not the public would consume so great a supply from this one field of production.

Success meant finding new consumers of oranges, and persuading the then-existing users to use more. The major opportunity lay in establishing with the public the orange eating habit, convincing people of the healthfulness of this fruit and teaching consumers the variety of ways in which oranges might be served.

The following figures tell the story of results:

SHIPMENTS OF CALIFORNIA ORANGES

Season Ended Oct. 31		Boxes
1904		10,246,656
1905		10,225,908
1906		8,973,342
1907	(Advertising started)	10,290,729
1908		10,742,944
1909		13,441,016
1910		11,187,792
1911		15,645,168
1912		13,680,612
1913	(Freeze)	6,346,692
1914		17,986,482
1915		15,857,856
1916		15,490,399
1917		20,167,846
1918	(Heat wave)	7,862,757
1919		18,066,368
1920		16,658,525
1921		22,116,776

VERNON THE INDUSTRIAL CITY OF THE SOUTHWEST

3000 HENS and 420 COWS

work every day in the year to make it rich and wholesome—

NATIONAL ICE CREAM

"A PAL FOR YOUR PALATE"

FROZEN BY
NATIONAL CREAMERY AND PRODUCE CO.
LOS ANGELES

THE ONLY SELF-CONTAINED PLANT IN THE WEST

LLEWELLYN IRON WORKS

LOS ANGELES -- CALIFORNIA -- TORRANCE

Engineers and Contractors of Iron and Steel Products

Manufacturers of

MACHINERY OF ALL KINDS

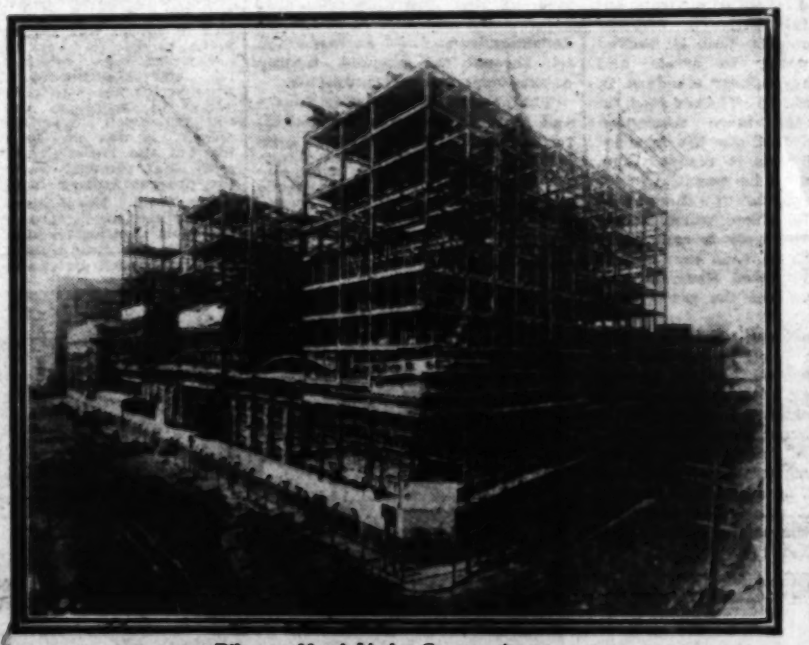
BOILERS

PUMPS

TANKS

RIVETED PIPE

STRUCTURAL STEEL



Biltmore Hotel Under Construction

Manufacturers of

LLEWELLYN HIGH-SPEED ELECTRIC ELEVATORS

GRAY IRON and STEEL FOUNDRIES

FORGE SHOP

The Structural Steel, High-Speed Passenger Elevators and Boilers for This Building Furnished, Erected and Installed by Us

ROLLING-MILL PRODUCTS

FROM an obscure lumber port in 1917 to one of America's six Great seaports in 1922. That is a summary of the growth made in five years by Los Angeles Harbor—the dominating factor in the economic life of the Great Southwest.

In 1919 only six offshore steamship lines included Los Angeles Harbor in their ports of call. Today more than a hundred freight

Leads in Lumber Imports and Oil Exports; Million Pounds of Edible Fish Monthly

BY WALDO DRAKE

quantities to the United Kingdom, the Atlantic Coast and the Orient.

The port's third greatest industry is the

on Terminal Island. It will be composed of four huge deep-water slips, each 1100 feet long and extending diagonally in from the main channel, which is now being widened

a 12,000-ton floating drydock, and during the year has refitted, reconditioned and repaired hundreds of vessels for the Shipping Board, Navy Department and private interests. The plant of the Bethlehem Shipbuilding Corporation, Ltd., on the southern extremity of Terminal Island, is also adapted for every angle of marine repair work or new construction. A floating drydock of 12,000 tons capacity is also in operation at the

How Los Angeles Became Great Seaport

Chamber of Commerce a Mighty Builder

Most Potent Development Agency Will Rear Itself Model Home and Boost All Pacific Trade Countries

BY TIMOTHY TURNER

THE Chamber of Commerce is going to build a home which not only will be a model institution but will reflect in a peculiar degree the sudden development of Los Angeles as a world port. Among other features not common to buildings of this character, there will be space for exhibits of foreign countries. These will not be mere displays of farm and mineral produce but ocular illustrations of what Los Angeles has set about to do and already has begun doing.

The Chamber of Commerce here is laying plans for decades to come. The collapse of Europe has given Pacific trade its great chance and already the business is shifting from the Atlantic, through the Panama Canal. The next quarter of a century is likely to bring a phenomenal development for the Pacific countries.

Los Angeles has a harbor which, with relatively small expenditure, can be made into the chief port of the Pacific. Its location is all to its advantage; it has the shortest routes to Hawaii, to Australia, to New Zealand, and, of course, to the west coast of Latin America.

Los Angeles gave up talking about real estate booms to talk about the harbor boom. It came overnight and of its own force. At the time of the World War armistice, Los Angeles Harbor was being used at one-tenth its capacity. Now its business is about one-tenth more than its proper capacity. But physical development now in prospect will enable it to care for all the business the world can bring here.

* * *

Must Have Return Cargoes

AT PRESENT the harbor has direct connections with 110 leading harbors of the world. But these connections cannot be held unless cargoes are developed both ways. The Pacific countries are now buying freely from America in manufactured goods, but ships cannot be run with empty holds on their return trips. It thus is necessary to interest American manufacturers in the raw products the Pacific countries have to offer.

There is where the utility of the foreign exhibits come in. They will stimulate the return cargo of ships entering this port. There are to be exhibits for Japan, our biggest buyer and ready to sell us raw materials; Mexico, our nearest neighbor, whose west coast is yet virgin and rich in natural resources; China, with her vast quantities of crude materials; Siberia, Australia and New Zealand.

* * *

Trade That Is Coming

THE indications of this rise of the Pacific trade are many. The Pan-Pacific conference, recently held, is planning to take advantage of the shift in things. East-coast Latin-American countries are sending their produce through the canal into the Pacific. The Mexican government for the first time is spending money in developing the West Coast harbor improvements and a huge irrigation project in Sinaloa.

Los Angeles is to the west coast of Mexico what Seattle is to Alaska. Seattle was made by Alaska with only summer lines of steamships. But Los Angeles has all-year connections by boat and rail with the west coast of Mexico.

Japan and other countries in the Pacific are buying from the United States for two reasons. We have the finished product to sell and they have the raw materials which we need. The history of trade is the history of reciprocity.

The interests of the port of Los Angeles therefore are identical with the interests of those countries in the Pacific that have something to sell. We cannot sell to them unless we buy from them. It would not be good business or good shipping; we must be mutual traders and the ships must be laden both ways.

When these foreign exhibits are installed in the new Chamber of Commerce Building in Los Angeles, local manufacturers and visiting buyers can visualize the situation. They will come from their factories with their minds' eyes filled with the things they have to sell, and they can see on display the things that they have to buy.

Development of Los Angeles as a manufacturing city came along with her development as a world port. Like all sound development it came of itself, following the laws of supply and demand, but now the time has come for regulation and planning.

In the last two decades factories of nearly every description have sprung up here, supplying the demands of the Southwest and now seeking foreign trade. It was necessary to beat the high freight rates from the East. The Southwest by nature is an empire within itself. New England was too far away.

While manufacturing in the Middle West was developed slowly, it rose rapidly here. The secret, no doubt, lies in the fact that California has a seacoast, for manufacturing and foreign trade are one. Los Angeles had the port; it had unlimited free, skilled labor, and what once was but a tourist stop became at a sudden an industrial center.

The Los Angeles Chamber of Commerce is distinctly a working organization. It has nearly 10,000 members and its scope of activities makes it the most energetic business organization on the globe.

It is the hope that the thirty-fifth birthday anniversary of the chamber, Oct. 11, 1923, will be celebrated in the new home. It will be built on Twelfth street, extending from Broadway to Hill street, eight stories high, with a ground 251x242 feet. The architecture will be Spanish Renaissance, in keeping with the historical background of California, and there will be two patios carrying out the Hispanic color. The structure will cost about $2,100,000. The building itself will be a monument to the growing industrialism of the metropolis, for it will be constructed of materials obtained from the manufacturers or from the natural resources of Southern California. The first story probably will be of granite, obtainable in first quality in this vicinity, and the upper stories of brick and terra cotta, locally manufactured. The frame will be of steel, the floors of concrete, the dividing walls of hollow tile, and the corridors lined with marble or face tile.

The building has been designed so as to afford a maximum of usefulness, aside from the offices of the Chamber of Commerce itself. Space will be set aside for the use of those coming to Los Angeles to try out new industries and who might not care to invest in a building until their success was assured.

The institutional features will be many, but none that could be considered out of the province of Chamber of Commerce activity. There will be a hall capable of seating 800 persons at table, to be used for dinners and for public gatherings. Floor space of 10,000 square feet will be devoted to the clerical force.

The Date Finds Home in Our Sunniest Valleys

Coachella and Imperial Palms Yield Generously and Industry Promises to Supply All America's Wants

SOUTHERN CALIFORNIA is decidedly cosmopolitan in population. Her people come from everywhere. And by the same token she has countless horticultural immigrants. Among them are the fig, olive, walnut, orange, lemon and date.

There are a few States other than California which can produce oranges and lemons, and one or two can grow walnuts in a half-hearted way. The fig and olive do not thrive elsewhere in this country, and Southern California, unquestionably, has a corner on date-growing.

It takes a peculiar combination of climatic conditions to produce dates commercially, and that combination is found in the Coachella Valley, a strip of the great Colorado River basin, in the southeastern part of the State.

Here's a valley which, in spots, is considerably below sea level. Its temperature runs up to 120 degrees at times. Less than two and one-half inches of rain falls there in the course of a year. This hot, rainless country is paradise for the date, and it is rapidly coming into prominence there.

* * *

Date Triangle Proved

EIGHTEEN years ago the United States government decided that dates could be grown successfully in a triangle formed by Phoenix, El Centro and Coachella. Experiments were conducted and the conclusion was proved. Today the Coachella Valley is famous for its dates, and the industry, peculiar to that hot, dry region, and still in its infancy, promises to be worth millions of dollars a year to the Southland.

Authorities on date culture express the opinion that Coachella Valley, and strips of Imperial Valley in California, and portions of Southern Arizona, will eventually be able to produce as many dates as this country can consume.

Some idea of the opportunity which this comparatively new but well-established horticultural industry holds out to those who have the ambition to pioneer it, may be gathered from the fact that Southern California last year produced 250,000 pounds of dates, valued at about that many dollars, while importations during the same year amounted to 32,347,000 pounds, worth $2,085,000.

* * *

America's Importations Heavy

IN 1918 this country imported 10,721,000 pounds, chiefly from Persia, Arabia and Algiers. That was a war year, too. The importations were worth $481,000, which was more than the California crop brought. During 1919 the importations jumped to 34,921,000 pounds, which is a fairly good indication of the demand for dates in this country. That quantity brought $1,891,000. Thirty-five million pounds, which appears to be the normal yearly consumption of dates in this country, is about a third of a pound per capita.

P. O. Popenoe, one of the first to undertake date-growing in this country, is of the opinion that the Coachella Valley has 10,000 acres suitable for that purpose. There is a much greater block of land there which, it seems certain, could be made to produce dates if water were available. The date needs even more water than the citrus grove. It can get along without rain—in fact, rain ruins dates—but it must have copious irrigation.

* * *

Many Palms to the Acre

TREES are set between fifty and sixty to the acre, and are expected, after the eighth or tenth year, to yield an average of 100 pounds of marketable dates per tree. The seedling date has failed to produce satisfactory results, although many have been planted in Coachella and Imperial valleys and in parts of Arizona. Offshoots imported from Asia and Africa, or offshoots taken from imported stock, are used to establish most of the commercial date groves in the valley. For various reasons, one of which is said to be that European nations which control the date groves of Northern Africa do not want the industry developed here, great difficulty has been experienced in securing imported offshoots.

Up to now many date farmers in Coachella Valley have found considerable profit in growing offshoots on their best stock and selling them to planters. Prices for such nursery stock have ranged high in recent years, being governed practically by whatever the planter was willing to pay in order to get started in the business. Efforts are being made to establish more offshoot-propagating nurseries in the valley.

There are, according to the best available information, between 500 and 600 acres of commercial date plantings in the Coachella Valley. About half this area is mature and in bearing, it is believed. Most of the plantings are in blocks of from five to ten and twenty acres. A few range as large as twenty-five and fifty acres. A date packing-house is now operated at Indio, and one variety of dates from the valley is packed at El Monte, in Los Angeles county.

Date-land developers differ somewhat as to the amount of territory that is adaptable to date-growing. The valley is from three to eight miles wide and fifty miles long, extending down to the Salton Sea, but some of it is windswept, and cannot now be served with irrigation water. Several date growers think that 10,000 acres might easily be devoted to the palm, and that the groves would eventually yield upward of 50,000,000 pounds. This estimate is based upon the probable production of 100 pounds to the tree or about 5000 pounds per acre, which authorities say is what might be expected.

GOING OUT AND LEAVING WORLD BEHIND

Secret of the Spirit that Makes for Happiness in the Open Places and Keeps the West and You Young

IN THE hardships and privations of the American pioneers who hewed a way westward, for us, there was a certain compensation in the form of vigorous health, keen appetite and pleasure in simple living, which no amount of money, artificiality and luxury can provide. Ask any of the remaining "old-timers." They will tell you that "things is changed" and not altogether for the best.

The yoke of civilization has settled firmly and permanently upon the East, but its hold upon the West is not onerous. On this far side of the Rocky Mountains, Nature's supremacy is forever established in vastness, ruggedness and arid desolation quite beyond the power of man to transform and subdue. We may well rejoice that it is so. Here there is room and setting for each and all to play upon occasion the pioneer, and to partake of that healing, reanimating spirit which comes only of adventure in the great, free, untrammeled outdoors. Such adventure need be neither wild nor hazardous.

People learn to rough it just as they learn to swim or play tennis, and the more expert they become the less they need the impedimenta of artificial living, and the less their desire to see unnecessary and irrelevant truck around. Just as a flower may be a weed if it grows in a cornfield, so may a stove be classed as truck in places where camp fires are appropriate. The same process of elimination applies to a great assortment of widely advertised camping-out "necessities."

In the vast and beautiful outdoors we profit of the subtle revivifying influences with which it surrounds us, mainly in the measure that we get away from our customary necessities and hark back to a simpler, more Indian-like mode of existence. The secret of experiencing the verve of the outdoor spirit is found in the discard of the accouterments of our usual indoor life. Remembering, of course, that tact in camping out and adaptation to the trail come only with practice, we profit by exchanging artificiality for naturalness; benefits accrue in direct ratio to our ability to do without the thousand and one things of artificial life in glad acceptance of the standards prevailing in the wild places. Only in this way can the rampart of Nature's reserve be broken through and the joyousness of feeling at home in the wilderness be realized. There is no gift for those that bring the world along.

A human being is largely a product of his environment. There are good-hearted, if somewhat phlegmatic, hayseeds in all rural districts; hospitable, if somewhat thinpated, mountaineers, inevitable city types we all know well. But in people that are products of two environments—that of art and that of nature—there is admirable consummation. It takes the ennobling companionship, more or less constant, of the natural outdoors, combined with hearty participation in modern life, to produce the highest and finest types.

The West, California in particular, has fostered and is continually fostering a spirit associated with the joy of life in the outdoors. Bring as much of the love of the beau monde as you may, first the national parks will lure you away from city life; then the outdoors will begin to appeal for its own sake. You will picnic in the mountains or by the sea; the desert will lure with its painted hills and grotesque shapes. Long distances you will travel at first by train; then cross-country motoring will tempt a trial. Next you will desire to investigate certain natural wonders, ruins or Indian villages off the highways. You find yourself, astonishingly, taking to emigrant wagons or pack trains. The next thing you know you will be following a burro or hiking carefree with knapsack along the winding trail.

Then the miracle occurs. The virus of the outdoors surges in your blood. You are stimulated body, mind and soul. You sense a new delight in being alive. For the first time you know what it is to feel scot-free and unconditionally happy in God's grand universe. Happy, whether you are a millionaire or a tramp, whether our affairs in the world are going or busting; happy in spite of a thousand devils, imaginary or otherwise. You are happy because you know, YOU FEEL, that all that you want is yours: Nature is yours and you belong to it. Within you sings the glad, glad spirit of just being alive in the ever-fresh and animated open places. It is the spirit that keeps the West and you young.

There is under way, or provided for, in Los Angeles, more than $120,000,000 worth of public improvements.

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VERNON THE INDUSTRIAL CITY OF THE SOUTHWEST


First National Bank of Vernon

INDUSTRY is the base upon which the happiness and contentment of people are fully realized. Industrial supremacy must rest on the fundamentals of American labor, 100 per cent efficient, water power and a wide distribution. Adjoining the city limits of Los Angeles to the southeast, the City of Vernon is rightly termed the Industrial City. The scope and magnitude of Vernon's industrial life and its abundant opportunities for expansion are, briefly, abundant available raw materials and a large market, producing commodities valued in the millions of dollars, under highly efficient conditions and with workers who are contented, living under conditions made possible by the open shop.

Vernon offers very many liberal concessions to new manufacturing plants locating in its corporate limits together with its transportation facilities, which are second to none in the Southwest, both water and rail. Besides Los Angeles Harbor for water shipment, Vernon is supplied by three transcontinental railroads, the Southern Pacific, Santa Fe System and the Los Angeles & Salt Lake Division of the Union Pacific. Switching and spur tracks from these systems extend to every part of Vernon's industrial district.

Vernon is supplied not only with cheap oil, piped direct to industry, but natural gas as well, served by the Southern California Gas Company. For those manufacturers who desire to use electricity as a motive power, the Edison Electric Company operates one of its important plants here.

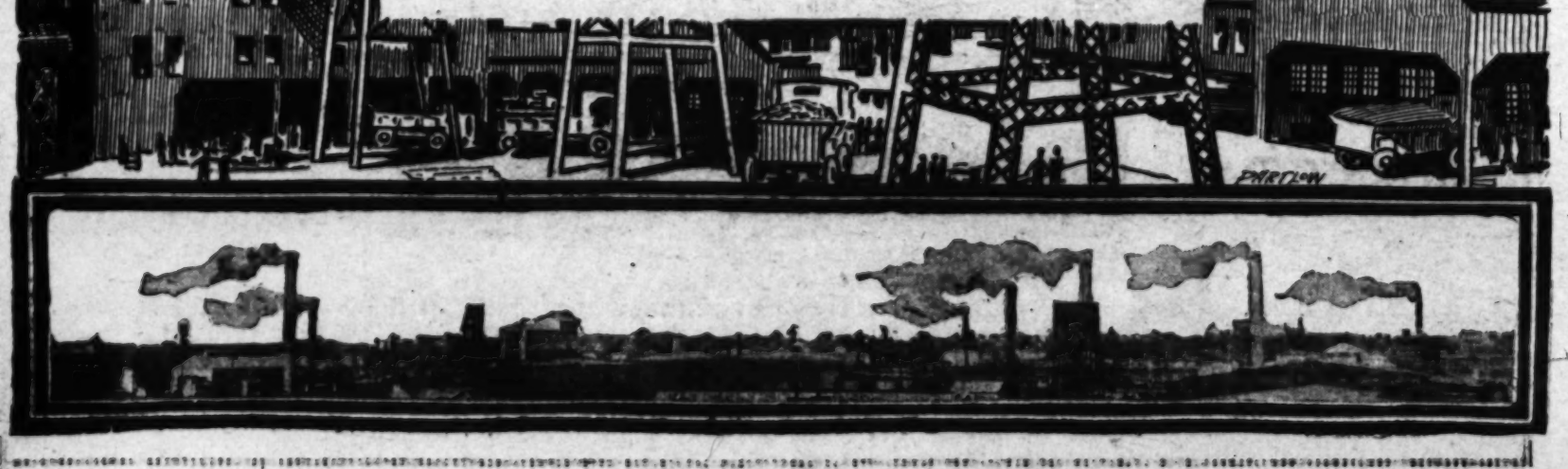
Vernon is so located that the markets of the world lie at its door. In the lands bordering on the Pacific Ocean live two-thirds of the world's entire population and much of this territory is more easily accessible through Los Angeles Harbor than through any other American port.

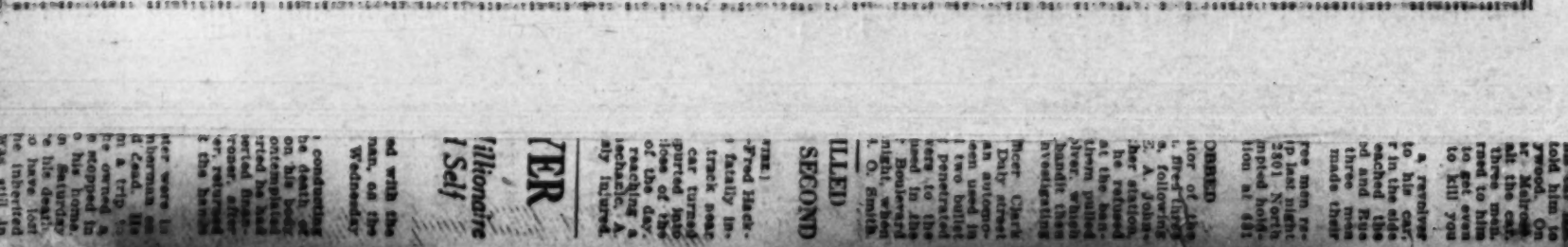
It is interesting to note that Vernon is closer by rail to Salt Lake City than are the Northern California cities, and she can distribute through that gateway into the Central and Northern Rocky Mountain States on an easy, competitive basis. The whole Southwest is Vernon's without competition.

The splendid paved highway system of Southern California is a big adjunct in connection with the distribution possibilities from Vernon, and acts as a broad feeder and distributor for the electric and steam transportation lines.

To keep perfect pace with Veron's ever-increasing indus'.ialism, adequate banking facilities are afforded. While Vernon expansion has been phenomenal, it is due to a large extent to the activities and progressiveness of its industrial heads.

For further information regarding Vernon as a manufacturing center or Vernon real estate as an investment, address the J. B. Leonis Investment Company, Vernon, California.





Our Commodities Seek Favor in the Choice

Los Angeles Enjoys World-wide Range of Markets for Vast and Varied Output of Her Industries

The consumer asks of a commodity the prosaic question, What can it do? What is it good for? His unimaginative glance rests coldly upon it, bounded by the calculations of use and want; while almost nothing except the property of cheapness can stimulate his interest.

But the producer, the manufacturer, the distributor or the merchant looks upon the same article with a greatly different eye. He, too, is concerned with its utility; therein lies the raison d'etre for his handling the article at all: and he is deeply concerned with the problem of an efficient marketable price. But his vision goes still further. In his attitude is somewhat of the ardor, the fastidiousness, the keen appraisement of the veteran golfer in regard to the make and style of his clubs, the quality of the balls and the size and condition of the links he plays upon.

• • •

Field of Distribution

THE business man wants to know all about the Los Angeles field of distribution. If he is already in business here he is vitally concerned for the sake of taking full advantage of this field. If he is contemplating opening a factory or commercial house of some kind, he is eager to find out beforehand the extent and character of the territory in which he expects to sell his goods.

Now to inform him that Los Angeles' market, because of this fine city's made-to-order port, three transcontinental railway systems, network of local distributing facilities, and strategic position in the heart of the most thickly populated western portion of the greatest commercial nation of the Pacific—to inform him that the whole world is this city's open market place, is reassuring and confidence-making; but it is not illuminative as to the details of trade. And probably the thing he most wants to know is why this or that commodity from Los Angeles is to be found in Bombay or Reno; why certain others are not to be found there; in short, into what distributing categories do the commodities of various sorts group themselves, and for what reasons.

As viewed by the manufacturer and the distributor the determination of trade territory for the varying kinds and grades of commodities is as interesting, as uncertain and as adventurous as the determination of careers for different individuals. Intrinsic worth, peculiar merit gained from an exceptional environment, artistic finish, novel design, may effect quick and prosperous solutions in some instances; mediocrity, although strong, may involve one readjustment after another; highly developed specialty, commanding world recognition, thrives with ease anywhere; crude and low-grade properties, on the other hand, in commodities as in individuals, must lean upon crops of organization, exemption and special favor.

• • •

Quality's the Thing!

HENCE quality is a telling differential in determining how wide or how limited the range of distribution may be. Certain Los Angeles-made articles are to be found in the shops of Paris, for they have established, by their very excellence, their preeminence in competition with similar articles from nearer and older trade cities of the world; and the prize they have won is the right to appear in the fairest of the world's marts. Their fortunate manufacturers have beaten their own bogey and a score of bogies on other courses. Many Los Angeles commodities, of an amazing variety ranging from the finest products of garment shops to the crude flow from asphaltum pits, practically dominate trade territories in the Pacific. Others may not be distributed profitably beyond certain points to the north and east where their marketing costs are tied by like commodities from other nearer or more logical distributing centers. And finally there are raw and low-grade products of the soil, sea and mines whose distribution is practically nil until they are preserved, refined or refabricated for shipment.

It is entertaining to trace these golf balls of commerce to their destinations, some safely to the end of a long course, others to this hole or that where they are "killed" by some rival—not more expert, but fresher and more familiar with the grounds—getting too many "up"; or into the bunker or tall grass where they are lost.

• • •

They Go All the Way

THERE are Los Angeles-made "balls" of an imperious self-sufficient mould that seem to drive on bogey schedules clean around the world, unhindered, unrivaled, calling out a pleasing Californian "Fore!" These are the distinctive and superior products of sunshine, summery winter, vital desert air and the compositely-endowed climate par excellence of our planet. If California's semitropical fruits are duplicated elsewhere—which must be the case, since they are transplanted industries—they are not, at any rate, produced so well or packed so attractively. The most recent recruit to the splendid list is the Arabian date. California will soon claim the choicest markets of the world for its dates, superior in every way to the African product—just as soon as production exceeds the eager home demand. Correlated to the fruit industries are the canning, preserving and dehydrating plants, whose products need recognize no limits nor bounds.

The makers and distributors of specialty goods enjoy a similar world-wide range of markets. The specialties, whether in the line of foods, confections, garments, building appurtenances, machinery, ceramics, fixtures, patented devices or what not, originate either in inventive genius, superior manufacturing facilities, or in the utilization for special purposes of one or several raw products exclusively indigenous to the Los Angeles region.

• • •

Our Trade-marks Everywhere

OWING to the presence of deposits of basic chemical ores, the laboratories of Los Angeles are able to manufacture essential chemicals required in paints, acids, dyes, cosmetics and other preparations. Specialties in themselves, these substances when compounded into articles of popular use enter the super class of rare and exceptional commodities, journeying as naturally to Tokio, Rome and London as to Seattle or Tucson. From fruit and vegetable oils certain soaps, ointments and food preparations for both man and beast are manufactured to meet a similar demand, both foreign and domestic.

There is a water-softening preparation that travels around the globe. Among the garment specialties, ladies' hats and lingerie display the Los Angeles trade-mark in the fashion shops of Buenos Aires, New York and Paris. Electrical fixtures and devices, magnetos, carburetors, automobile accessories and a long list of mechanical specialties go out to meet an ever-increasing foreign demand, especially in South America and Japan. Sanitary and enamel ware, sheet-iron manufactures, lawn-mowers, sprinklers and all sorts of hardware, both light and heavy, follow similar trade routes. The list of articles that passes out of the Los Angeles Harbor, bound for every nook and corner of the globe, displays an amazing variety, reflecting not only the extent of the manufacturing and industrial life of Los Angeles, but also clearly indicating the high and varied tenor of business opportunities. Particularly in the developing countries of the Pacific Ocean are the demands for the paraphernalia of civilized life growing all out of proportion to the capacity of logical distributing points to supply them.

• • •

An Endless Chain

CERTAIN industries, such as oil and mining, stimulate the manufacture and casting of the machinery, equipment, assay materials and so on, needed in the course of opening the natural resources and making them available. Thus Los Angeles, in the heart of an oil and mining region, as well as lying at the gateway to the unexploited mineral wealth of the countries of the Pacific, engages naturally in the making and distribution of oil-well and mining supplies. Similarly the food-producing industries, general farming, truck-gardening, fruit growing, the raising of live stock and the fisheries, aside from the commodities they contribute, foster the development of essentially related industries. For irrigation and drainage, aqueducts, dams, reservoirs and power plants, a great volume and variety of equipment, ranging all the way from concrete and tile pipe to pumps, motors, gasoline engines, belting, insulators and wire, radiate from the Los Angeles works and assembling houses to the fields of operation. Implements, tools and tractors follow the same extensive distributing courses, Los Angeles-made articles claiming more and more of the domestic territory and supplying a big percentage of the demand in South America, the islands, Japan and China. Mention should likewise be made of boats, nets and fishing paraphernalia.

Commercial fertilizers, wet and dry sprays, fumigating compounds, insecticides and rodent poisons serve the agricultural regions near and far. The choicest locations in the world for seed production occur in the reclaimed Southwest, where natural segregation, sunshine and absence of rain at harvest time are favoring factors. The big seed houses of Los Angeles, absolutely indispensable because of the tremendous local demand, mail their packets and ship their sacks of certified seeds over a boundless domestic and foreign field. The nursery industries enjoy almost equal prominence. While the bulk of the trees and plants are for Southern California groves and yards, the Los Angeles nursery companies send roses and other gems of the genial Southland to gladden gardens in New England and Argentina.

Poultry supplies, feeds, serums, dips and things essential to sheep, hog and cattle raising are prepared and manufactured in Los Angeles to meet the demands of the live-stock farmers. The same may be said of the dairying and cheese business, both in the use of cow's and goat's milk. There is almost no end to the list of what we may call the catering industries, whose commodities cater to the food-producing industries and follow them to the ends of the earth.

Specialty connotes the idea of exclusive production, which in turn assures marketable security, or at least a high degree of immunity from competition. It is apparent that Los Angeles enjoys, because of exceptional endowments in climate and resources, a great share of inevitable commercial advantage under this head. Her player merchants and manufacturers drive their commodity golf balls around the links of the world without needing to pay much of any attention to opponents.

• • •

Many Manufactures

BUT the southwest city is bidding also for another kind of specialty—a kind that is earned through hard and patient endeavor, by which a name becomes celebrated in connection with specialized manufacturing. While Los Angeles is not expecting to become a Sheffield of cutlery or a Lyons of silk, she, nevertheless, is establishing her name along certain manufacturing lines and seriously considering her potentialities along many others. In the making of furniture her ready access to the hardwoods of the American tropics and the Orient, and the splendid storage and seasoning quality of the climate, combine to promise a flourishing future. Los Angeles is moreover strategically situated to give economic service to a wide field, not a natural or convenient field for Grand Rapids.

In the manufacture of vegetable oils and their products, derived from her own great supplies of cottonseed and importations of copra; in the fabrication of textiles, cotton, woolen and linen; in garment-making and leather goods; in glass and chinaware; in the utilization of ores, iron, copper, silver, chemical bases; in many other lines suggested by the unexploited wealth of her own back country and the accessibility of resources in the Pacific, her manufacturing horizon expands and brightens. While it is true that in developing these industries Los Angeles is deliberately hazarding conflict with the established Names, she is actually doing no more than assert her right to her logical trade territory. And she will win because she can render better, cheaper and quicker service there; she will invade the territory of her rivals, moreover, in the measure that she effects superior production and fabrication, which is a California habit.

Coming now to staple goods, the common foods and necessaries of civilized life, including a great assortment of merchandise, Los Angeles, outside of her ocean commerce to the south and west, finds herself in friendly competition with a number of middle-western and western American cities.

At a certain point equidistant from Los Angeles and San Francisco or some jobbing city to the east, the trade differential ceases to exist—the cost of transportation is the same from both cities. It is neutral territory. But there are clever schemes by which a player can put an extra flourish to his game; put to the hole quicker than his opponent. They are summed up in the word Service. Other things being equal, the city that can provide the best and quickest service for the interior market will get the business; it will even win if the service is strikingly better, in spite of a higher rate. Service involves the idea, complimentary to the buyer, of being considerate of his welfare and convenience, sharing the best advantages with him, "lightening the burden of the interior," as Chief Gregson of the Traffic Bureau considerately puts it. Such service is promoted by inspiring the manufacturers and jobbers with feeling for the fellows at the other end; inciting them to put up their commodities in the most pleasing and convenient form; organizing deft and speedy motor service between the houses and the cars; and finally, by persuasion, legal force or shifting of business, securing prompt, adequate and fair treatment from the railroads.

A rule of the game, appreciated by the railroads, is that tonnage begets service. Tonnage works both to lower the cost of transportation and to speed direct shipment. A long chapter in the romance of Los Angeles trade could be written on the clever and deliberate extending and enlarging of the city's distributing territory, through improving service by building up the tonnage. Commodities have been taught to help one another; the high grade, capable of traveling cheap have been trained to bear, or lighten, part of the transportation cost of the low grade, whose fare in ratio to their heft of low value is restrictively high. Thus the latter have been able to compete successfully in more distant markets. Art has entered into the loading of cars, when less than car lots of a single commodity are to be shipped, toward the working out of a fine co-operative scheme of judicious combinations, destined to break at some central point in the interior for cheap and quick local redistribution.

The Los Angeles jobbing territory has been extended, too, by the associated pressure of the jobbers brought to bear upon the railroads for the securing of fairer rates of transportation. A decade and a half ago terminal charges were made for the loading and unloading of freight cars, a procedure unprecedented in other cities, entailing a heavy burden upon Los Angeles merchants. Rates into the San Joaquin Valley were so much higher for Los Angeles than for San Francisco, although the haul was about the same distance, that the southern jobbers were deprived of their share of the business. The transportation cost from Imperial Valley was so high as to prevent profitable marketing of the desert vegetables through Los Angeles. In the righting of these abuses and in continually fighting for the welfare of the Los Angeles business interests, the associated jobbers have pushed their distributing territory out in every direction. Their links extend eastward to the vicinity of El Paso and Albuquerque, thence northward through Salt Lake and Ogden into the interior of Wyoming, thence southwesterly to Fresno, and thence to the coast homeward.

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In Fifteen Years

FIFTEEN years ago Los Angeles and its attractive corner were looked upon as a most happy and profitable field for the marketing of things produced elsewhere. Recently that impression has revived, not because of demand, but for the reason that the field afforded about the only bright and normal place of business in the United States. But the outsiders meet with 50 per cent more competition now than they did some fifteen years ago. Then of the commodities sold in and redistributed from Los Angeles about 85 per cent were of outside origin. Now, while Los Angeles is still a great market for the rest of the United States, and in fact for the whole world, the ratio of outside to native commodities has undergone remarkable change. Now but 35 per cent of the commodities distributed from Los Angeles carry outside birthmarks, while 65 per cent of the goods are from the local plants and factories.

The volume of annual business has increased from a few millions at the opening of this century to a good round billion near the close of the first quarter. Many of the merchants of Los Angeles are familiar players on the links of the world. Great numbers follow the courses of the Pacific. All love the rugged, picturesque links of the home club in the Great Southwest. This they play upon constantly, ever improving it for its own sake, only to find out that their own game is being improved wonderfully.

Parks in Los Angeles

Within the city limits of Los Angeles are twenty-five public parks, aggregating nearly 5000 acres. Westlake Park covers thirty-two acres; Lincoln Park, in East Los Angeles, has an area of forty-five acres; Elysian Park comprises 749 acres; Griffith Park is the largest municipal park in the country. In addition are several smaller parks—Prospect Park and Hollenbeck Park, in Boyle Heights; Pershing Square, in the heart of the city, between Fifth and Sixth and Hill and Olive streets; Echo Park, in the northwestern part of the city; South Park, in the southern section of town, and Sycamore Grove, a beautiful spot near the Arroyo Seco. Another park, of recent years beautified and enlarged, is Exposition Park, which will contain the great stadium, now in course of construction, and which will seat over 75,000 persons.

Public Playgrounds

Los Angeles has eleven regular public playgrounds and thirty-five vacation or summer centers. There are three open-air swimming pools and one bath-house. During the winter months, free lectures and entertainments are given.





MADSEN IRON WORKS

Wilshire Oil Company, Inc., of Los Angeles



ENGAGED in one of the most extensive campaigns of larger development work in its history in the Santa Fe Springs field, the Wilshire Oil Company, Incorporated, of Los Angeles, brought in its Machris Brothers Syndicate No. 2 well on the Babonet lease November 10, last year, and with this well's "arrival" all records for production for California oil fields were shattered. It proved to be an 8000-barrel producer of 35.5 gravity oil, flowing through a one-inch nipple. This well also shattered still another record. Averaging 7100 barrels of oil for the first ten days, it was the largest producer of high gravity oil in the world. Production is still on the increase with gas pressure going up. This well is making approximately 10,000,000 cubic feet of gas daily and the gasoline content in the flow from tests made four days after the well came in for each twenty-four hours showed two and one-half gallons per 1000 cubic feet of gas. A very conservative estimate places the production of this well to the company, barring unforeseen accidents, in dollars and cents, not less than $4,000,000.

This No. 2 well is the offset to the Standard Oil South Whittier Community No. 4, up to that time the "wonder well" of the West. Drilled in by the Federal Drilling Company, the Machris well was completed at 4628 feet and contained 400 feet of screen casing. It is the second producer on one of the five-acre leases owned by the company in this wonderful field.

At this time the Wilshire Oil Company, Incorporated, of Los Angeles, is preparing for expansion capable of taking care of all demands upon its production for the next ten years at least. Recent development and all present indications point to a valuation of the Wilshire and subsidiary properties between $30,000,000 and $50,000,000. This is conservative. The present operations of the company are due to the clear vision of three brothers, George L., Alfred P. and Victor A. Machris, who a few years ago when gasoline was selling in Los Angeles at 11 cents per gallon contended that the bottom had been reached, and they started a so-called service station. The faith of the trio was exactly the same in the Santa Fe Springs field. In fact, the Machris Brothers together with the Union Oil Company pioneered this wonderful field before its production was dreamed of as it exists today.

The Wilshire Oil Company, Incorporated, interests control between 1100 and 1200 acres in leases in the Santa Fe Springs field, which was mostly selected three years ago, at which time the Machris Brothers figured the apex of the structure would run east and west, with their interests in the center of the field when the structure was defined. Again their judgment was verified, when last October the Hamilton No. 4 well on the J. E. Suppes property, adjoining holdings of the Wilshire Oil Company and also in the geographical center of their holdings, became a producer during the water test. The hole was completed at 4659 feet, where the 8¼ inch was cemented off. The Hamilton No. 4 well was the farthest south well in which proved up the Wilshire Oil Company's holdings.

A previous expansion of the company was through incorporation, with a capital of $1,000,000 in order to take care of drilling and exploiting and refinery enlargement. Thus, six-inch pipe for a pipe line from Santa Fe Springs to the company's refinery in Vernon has been ordered and the crude oil will be piped through. In the meantime the Vernon refinery capacity has been increased to handle 12,000 to 15,000 barrels of crude oil daily. The pipe line will be capable of handling 23,000 to 25,000 barrels of crude oil daily.

Mr. George L. Machris, president of the company, looks for a steady production within one year from the time the interests of the company are well developed of from 10,000 to 15,000 barrels of crude oil per day for the succeeding ten years from the Santa Fe Springs field.

The oil in the Santa Fe Springs field is the very highest grade of refinable oil in California, its gravity ranging from 30 to 37 degrees. This is the grade of oil demanded by the Wilshire Oil Company, Incorporated, for its refinery and marketing operations. Present holdings of the company will permit of the drilling in the Santa Fe Springs field alone of 100 or more wells.

The drilling operations of the Wilshire interests are attracting great attention in oil circles. The company has consistently insisted at all times upon maintaining a standard of highest quality products.

The Wilshire Oil Company, Incorporated, of Los Angeles, besides supplying its service stations in this city, is also supplying large quantities of petroleum products in tank cars to its Southern California trade. It is also a large exporter to South American and Oriental territory. Further service is furnished garages and business institutions locally with gasoline, lubricating oils and greases; hotels, apartment-houses and restaurants with stove and furnace distillates and fuel oil to numerous mining, manufacturing and industrial corporations.

It is interesting to note here that before the Wilshire Oil Company, Incorporated, entered the field gasoline was sold at retail and the supply was purchased on the open market from tank wagons. Machris Brothers operated along those lines for about one year, or until such time as the present institution began to take form.

The Wilshire interests are also drilling in other California sections, as the Machris Brothers always picture production demands in advance of present needs. Mr. George L. Machris is interested in several drilling enterprises which are affiliated with the Wilshire interests in various chains of fields known as the California gusher belt.

It is a matter of history when the foundation for the present successful institution was established, the three Machris Brothers had a rather hard row to hoe. For instance, at the start gasoline sales did not mean more than living wages for the first few months. Automobile tires and accessories were also handled and while the sledding was hard until perfected methods for handling gasoline and oils were worked out, ultimately the vision of the trio became a reality and the present standing of the enterprise testifies to the fact that the right kind of vision never fails to lead to success.



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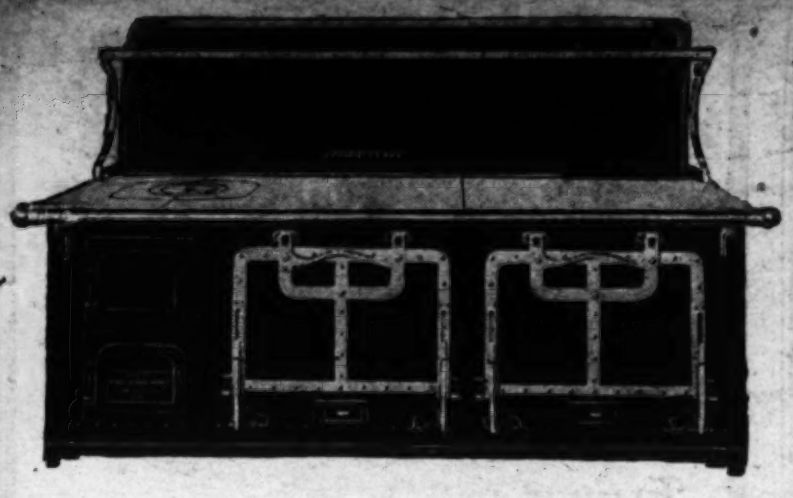
Los Angeles Enjoys World-wide Range of Markets for Vast and Varied Output of Her Industries

The consumer asks of a commodity the prosaic question, What can it do? What is it good for? His information rests coldly upon its bounded by the calculations of use and want; while almost nothing except the property of cheapness can stimulate his interest.

But the producer, the manufacturer, the distributor or the merchant looks upon the same article with a greatly different eye. To him it is the Arabian date. California may yield, produced so well or packed so attractively. The most recent recruit to the splendid list is the Arabian date. California will soon stand first in the production of this commodity. Its culture is a matter of experiment, but the results are already assured. Experts declare that the Coachella Valley is the ideal region for the date palm, and the Los Angeles nursery company has already planted 1000 trees, which are growing luxuriantly. Other semitropical fruits are duplicated elsewhere—which must be the case, since they are transplanted industries—they are not, as may rule

Wilshire Oil Company, Inc., of Los Angeles

MADSEN IRON WORKS



RANGES MADE HERE ARE INSTALLED IN ALL THE LARGEST HOTELS AND CAFES ON THE PACIFIC COAST

THE Madsen Iron Works, engaged in a general line of foundry and machine jobbing, is one of the leading industrial institutions of Southern California. This rapidly growing enterprise is situated on five acres of ground in the Vernon-Huntington Park Industrial District of Greater Los Angeles at 5529 Bicket street, just north of Slauson avenue.

Their highly perfected line of hotel and restaurant ranges and general kitchen equipment is the result of several years of effort spent in specializing on this equipment, and the fact that their installations are in all the best hotels and cafes in Southern California, including the Ambassador, St. Catherine, Alexandria, Marcell Cafe, Chocolate Shops, Boos Bros. Cafeterias, Leighton Co-operative Cafeterias, and practically all the establishments of the better class is sufficient evidence of the quality of their line.

The Madsen Iron Works is also manufacturing for E. T. Adams & Sons, the Adams Diesel Engine, which is finding such extreme favor in shipping circles on the Pacific Coast, being a Diesel that burns a low grade crude oil and produces power at extremely low cost.

The various departments of the Madsen Iron Works are now housed in separate buildings with plenty of room to enlarge their capacity as their steadily increasing business demands. It will be remembered that this business, which is conducted by Martin and Peter Madsen, was established in exceedingly small quarters at Ninth and Santa Fe, and the growth they have made has been little short of phenomenal.



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THE real economy of "building right"—the tremendous saving of upkeep in Brick construction over other types—in every class of building—is more and more recognized.
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Los Angeles Brick Co.

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KITTLE MANUFACTURING CO.



THIS institution has expanded from a small machine shop five years ago to one of the largest and best-equipped institutions on the Pacific Coast. The present home of the company covers 35,000 square feet at Nos. 642 to 650 Santa Fe avenue. It has always been the policy of the Kittle Manufacturing Company to consider quality first of all in the production of goods. Through this policy the institution has received an ever-increasing volume of business. Products manufactured include Auto Luggage Carriers, Vacuum Oil Savers, Folding Camp Stools, Folding Camp Tables, Folding Camp Grates, License Plate Frames, Certificate Holders, Town Name Plates, Metal Signs, Rusco Brake Lining, Tire and Trunk Straps, Hood Lacing, Ford Transmission Lining, Tow Straps, etc.

The Kittle Endgate Luggage Carrier is absolutely one of the best and most popular luggage carriers on the market. It will fit any car, is adjustable to any length and folds into very small space so that it may easily be carried in the tool box when not in use. The 1922 sales of this carrier on the Pacific Coast exceeded 30,000 and more than 150,000 of them are in use in the Pacific Southwest. The Kittle Endgate Luggage Carrier is the original collapsible carrier and has been on the market five years.

Manufactured articles of this company are known all over the Pacific Coast as Kittle "Besgrade" Products. The steel camping equipment and auto accessories are all the very highest quality production.

One of the leading features of manufacture is State Automobile License Plates. At the present time the company makes license plates for California, Arizona and Utah and the Hawaiian Islands. The institution will turn out better than 1,000,000 pairs of license plates to furnish the 1923 demands. Some better conception of just what this means can be had when it is noted that 450 tons of steel will be used to make the license plates needed for automobiles in the State of California alone.

Aside from the fact that the Kittle Manufacturing Company is one of the leading institutions in its endeavor in Los Angeles, it is also one of the largest of its character on the Pacific Coast and occupies the still further distinction of being one of the largest in the United States. At the present time the company is manufacturing 10 per cent of all the automobile license plates used in the United States.

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Institutional Industrial Injury Service
GOLDEN STATE HOSPITAL

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Emergency hospitals in all industrial districts.
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Day and night service in all offices and hospitals.

"The Times"—A Los Angeles Institution

Growth of World's Largest Newspaper and West's Metropolis Inseparably Linked

A LOS ANGELES institution whose fortunes are and have been inseparably linked with those of the city is the Los Angeles Times. The remarkable growth and commercial development of the city have made possible the equally remarkable record of the newspaper. Coincidentally, The Times has contributed, in a substantial way, to the

all its readers were in every State in the Union and every country in the world. The Midwinter Number has been a carton call to many a family to come to California

other building is to be erected to house the fast-growing activities of the paper.

more rapidly, gaining 100 per cent in the past nine years. The following table gives the average daily and Sunday circulation of The Times each year from 1914 to date. Figures for 1922 include the first eleven months.

Shaking Trees for Twelve Million Dollars

Southern California's Walnut Crop Twenty-five Thousand Tons a Year and Still Rapidly Growing

ALONG toward holiday-time each year, Southern California shakes from $12,000,000 to $15,000,000 off her walnut trees.

Ten years ago walnut-growing in this State was an infant industry. The crop was worth $1,500,000 in 1910. The 1922 harvest was estimated to be worth from $12,000,000 to $15,000,000.

The walnut industry of the Southland is the second largest horticultural enterprise in the country. It is overtopped only by the great citrus industry of California.

Walnut culture is greatly on the increase. New acreages are being planted where it is practical to place trees. Some persons think there is grave danger of overproduction, but experts say the saturation point in the market has not nearly been reached, and that the selling of three times as many walnuts as California now produces is largely a matter of public education.

With the past year's production estimated at 50,000,000 pounds, and the population of this country fixed somewhere around 112,000,000, it is evident that California is supplying considerable less than one-half a pound per capita this year. This actually amounts to something like fifteen walnuts for each man, woman and child. That's a mere handful—probably less than the average person eats in a single evening, along about holiday time.

• • •

And They'll Eat More!

WHEN people really settle down to eating walnuts for their food value, and the per-capita consumption increases to a pound or more the country over, it is easy to see that California is going to have a walnut industry of gigantic proportions, and such a result is not outside the realm of possibilities, because consumption has been kept far in advance of production, although only a few States have brought their per-capita consumption of walnuts up to one pound a year, and many show a per-capita yearly consumption of less than half a pound.

Until ten years ago the public regarded California walnuts almost exclusively as a holiday luxury, but this nut is today looked upon in nearly all parts of the world as a staple food product and is eaten the year round. It is used as a meat substitute by many, and is almost universally eaten during the Lenten season. It is popular with easterners during the cold winter months because of the fuel value of its oil content, and it is equally as well liked in the summer, from Canada to the Gulf, as an ingredient of ice cream sundaes, cooling salads and cakes and cookies. The consumption is sure to be more and more.

Southern California has drawn the line sharply in the production and distribution of walnuts. The Orient, with its cheap labor and low-priced land, has a distinct advantage, so far as cost is concerned, but it is altogether improbable that the Orient will ever be able to compete with the California walnut-grower in the matter of quality.

• • •

Quality the Big Thing!

QUALITY is the one big thing with the California walnut grower. Size and quality must be right and, if they are, the consumer is satisfied. He is willing to pay the necessary differential between oriental and California walnuts. Here's where the budded walnut comes in. The Southland has a corner on budded walnuts. They are the thin-shelled, plump-meated nuts which meet with such favor in the markets of this country.

The demand for these highly improved nuts can never be supplied in any season. The trade will take as many as it can get and will have none left on hand. Instead of letting their groves run down, like the walnut groves of the Far East, California ranchers keep them in a high state of cultivation and improve them steadily by eliminating the trees which have a record for light production. Where new plantings are made or old trees are replaced, the budded variety is always used, so the industry is steadily improving.

The industry has made gigantic strides since the organization of the California Walnut Growers' Association, eleven years ago. Prior to its existence the business was in a more or less chaotic condition. The growers sold to speculators, and there was considerable price juggling from year to year.

• • •

Down to Good Business

WITH the forming of the association an effort was made to center control of the production in the organization in order to stabilize prices. As soon as it became known that speculation in walnuts was to be largely eliminated the wholesale trade became less hesitant about placing orders for large quantities, and the consumer no longer waited for the price to go down when he thought of buying a few pounds. One of the first things the association did was to grade and standardize its pack. In doing this it installed vacuum machines which lift all light-weight nuts and empty shells off the sorting belts in the packing-houses and send them to the by-product factory. There they are cracked and such good meats as they are found to contain are packed to airtight tin cans or glass jars for the trade.

This method has almost entirely eliminated the cull walnut, which was used by speculators years ago to mix with good walnuts and hoodwink the consumer. Today the standard pack of the California Walnut Growers' Association is as good as a gold bond. Rigid inspection is maintained in all the packing-houses, and unless a shipment "cracks" up to the required percentage, the lot in question is reclassified and sold for exactly what it is.

Some idea of the extent to which cull-cracking is carried may be gathered from the fact that in 1921 one out of every five walnuts handled by the association was cracked in the by-product factory, the good meats being sold under seal, in glass containers, where the consumer could see just what he was getting.

• • •

Not Many Produced Elsewhere

EIGHTY-FIVE per cent of all the walnuts grown in California are handled by the association at its magnificent seven-story office-and-factory building on East Seventh street. Ninety-eight per cent of all the walnuts grown in the United States are produced in California.

Santa Ana is the largest walnut-shipping center in the country. From that city alone 3342 tons are forwarded in a normal season. Orange county leads the State in production—8373 tons in 1921. Ventura county was second with 4511 tons. Los Angeles county stood in third place with 4377 tons. Santa Barbara county was fourth with 1515 tons. Other walnut-producing counties are Contra Costa, Riverside, San Bernardino, Santa Clara, Tulare and Napa. The second heaviest-producing district in the walnut belt is Satieoy. In 1921 it produced 2096 tons. Other important districts are Santa Paula, Fullerton, Whittier and Goleta.

PUBLIC UTILITIES MEET CITY'S NEEDS

Los Angeles' Essential Facilities Adequate Today and Capable of Expansion for Eventualities

LOS ANGELES is threefold fortunate in possessing the resources and a system of public utilities fully equal to its present needs; susceptible to development with the city's growth to its probable maximum, as now foreseen; and capable of serving the population in all requirements, domestic, civic and industrial, at rates as low as, or lower than, those of any other city in America. Owing mainly to the extent and efficiency of its service, and its low rates for water, power and transportation, Los Angeles has attracted more than three thousand new industrial plants and factories within its borders during the past five years.

The city's water resources are both local and distant. Until 1914 it depended entirely upon the ground water and drainage of the extensive San Gabriel Basin, southwest of the Sierra Madre Mountains, in the heart of which the city is located. In that year the aqueduct, bringing the melted snows of the Sierra Nevada from the Owens River Valley, 258 miles, was opened, augmenting the water supply to a capacity of more than 200,000,000 gallons daily, or enough to provide for the needs, industrial and domestic, of a population of 3,000,000.

Electricity, both for lighting and power, is supplied by three concerns, including the municipal bureau of power and light, created to generate and dispense electricity in connection with the aqueduct. The aqueduct plants, when completed, will produce as much as 250,000 horsepower. Nearly a million horsepower will be available for the city and its adjacent territory within a year or so by the completion of projects of the Southern California Edison Company. The present available supply of hydroelectric power is in excess of the immediate need; the projects now being carried out will more than provide for the city's continued industrial expansion for years to come. But feelers have long been out for still further supplies of hydroelectric power, both northward in the Sierra Nevada and eastward along the Colorado River. While the present petroleum output is largely responsible for the growth and maintenance of many industries, the time is anticipated when the oil fields will be exhausted; and against that time hydroelectric development will be on a scale to take the place of the fuel-oil supply, in fact, to supplant all other sorts of energy, if necessary.

Gas of three different kinds is distributed at high and low pressure. On account of the preference for gas for heating and cooking the consumption has been steadily on the increase. The demand for gas fuel in certain of the newly acquired industries—metal processing, glass and tile manufacture, and the preparation of food products—has made further levies upon the supply. To meet this growing demand without hastening the exhaustion of the natural gas resources, facilities for manufacturing artificial gas are being steadily enlarged. The companies distribute a small percentage of natural gas and make up the rest in artificial gas and a mixture of the two.

The population served by the public utilities is now about 750,000, over a city area of 366 square miles. Transportation is afforded by two car companies, urban and interurban, the latter reaching seventy-two miles distant. Within the city are 591 miles of track; the interurban system's tracks measure 1100 miles. The city people are served by thirty-one car lines, operating some 800 cars with a total daily mileage schedule of 85,113 miles. The Los Angeles Railway has never increased the fare above 5 cents, without charge for transfers, a situation that has obtained in recent years only in California's three largest cities.

Additional transportation facilities are afforded by 2000 licensed autos; 500 stages operating between San Francisco on the north, San Diego on the south, and the Colorado River on the east. Freight service is provided by 350 trucks, operating in about the same territory as the stages. Small flotillas of jitney busses carry city and suburban passengers in newer districts not yet adequately covered by the car lines.

Aeronautics provides a third method of transportation which is rapidly growing in favor. The city has accepted the gift of an air port on Wilshire Heights, while a private aviation company maintains a second field near by. Outside of pleasure and test flying, indulged in last year by more than 10,000 persons, air-stage and air-taxi service are coming more and more into demand. One company, flying all-metal inclosed monoplanes, operates between Los Angeles and San Diego three times a week. Each plane carries six passengers and two pilots. The flight is made in seventy minutes, a distance of 120 miles, and the charge is $25 round trip. Another company operates hydroplanes between Wilmington and Catalina Island.

The city's growth during the past few years has compelled general enlargement of the telephone system. Orders that had been held up for months were filled last fall when the Southern California Telephone Company opened its new switchboards in its large new building. There is now one telephone to every three persons in Los Angeles. The company transmits 1,500,000 calls daily.

Other utilities, such as the sewer system, fire protection, roadways and so on, dependent more upon the constructive and organizing ability of man than upon the development of resources, have easily been enlarged and improved to keep abreast of the general development.

THE GROWING POULTRY INDUSTRY

More Than Ten Million Hens in California; Output Trebled in Ten Years

BY GILLETTE R. GORDON

UNTIL a short time ago California played rather a small part in the poultry industry. What poultry there was consisted chiefly of farm flocks. During the past few years, however, the industry has been developed through increase in production and attention to marketing, until at the present time the California egg is a standard product on the New York markets.

Climatic conditions in California are ideal for poultry production as the birds have an opportunity to get plenty of exercise in the fresh air the year round. The California soils are also ideal, in that they are for the most part well drained and are quite productive, which enables poultrymen to raise large quantities of green feed for the fowls.

Poultry raising is an intensified type of agriculture, which enables poultrymen to operate on high-priced land.

Great strides have been made in the past few years in the improvement of the poultry business. Three egg-laying contests are at the present time in progress in this State. The most recent one, which is the Southern California Farm Bureau Egg-Laying Contest, at Pomona, is unique in many respects and is a strong factor in the improvement of the poultry industry.

In this contest special emphasis is being placed upon large, marketable eggs. In many egg-laying contests emphasis is placed on the number of eggs without regard to size, and the tendency has been to develop strains producing a large number of small eggs, which has resulted in the product of one hen laying a large number of small eggs being worth less on the market than a smaller number of good-sized eggs.

This feature of the contest has already been productive of results by causing many poultrymen to discard, for breeding purposes, the hens which continually lay eggs weighing less than twenty-two ounces to the dozen. This will undoubtedly be one of the strongest factors in the improvement of the poultry industry of the State.

Emphasis in this contest is not being placed on the total number of eggs that can be secured from the birds entered. The birds are not forced into abnormal production but are subjected to conditions which are found on the good, commercial poultry ranch. All fowls are treated alike and by securing the records of production in this way the hens which show strong productivity and vitality will be of great benefit to their owners when they are returned at the end of the year, by being kept in excellent physical condition so that they may be of value for breeding purposes. Males can be secured from them to help in increasing the average production in their owners' flocks.

There are many poultry ranches in California which serve as an example to the beginner and to some of the less progressive poultrymen already established, which must be taken into account as a factor in the improvement of the poultry industry. One of the most notable examples of this type of poultry ranch is the Fontana poultry farm, located in San Bernardino county, which is operated by E. J. Hauser, formerly poultryman for the University of California.

During the past summer Prof. James E. Rice, head of the poultry division of Cornell University and undoubtedly the outstanding authority on poultry husbandry in the United States, if not in the world, visited Southern California. During this time he visited the Fontana plant and in a public meeting, following that visit, stated that it was the best large poultry farm, all points considered, he has ever seen.

This statement means a great deal, coming from a man with the reputation and experience of Prof. Rice, and serves to demonstrate the standing of Southern California as a poultry-producing district.

The poultry industry is well scattered over the State, although there are certain definite sections which are known for their poultry products to a greater extent than others. Petaluma is the oldest and one of the best-known poultry districts. Santa Cruz and Hayward are also well known. Southern California, and particularly Los Angeles county, the territory immediately adjacent, and San Diego county, is rapidly coming to the front as a poultry section. It is probable that in the near future Southern California will be better known as a poultry section than other parts of the State.

According to recent census figures, there are 10,426,648 fowls on California farms. The eggs produced amount to 57,659,313 dozens annually. The total annual value of poultry and eggs is given as $34,727,935.

This industry is growing very rapidly and at this time it is safe to say that the above figures might easily be increased by perhaps 30 per cent.

The census figures for 1910, ten years preceding, show only slightly over 35,000,000 dozens of eggs produced, with a total annual value of poultry and eggs of $12,703,948. This shows an increase in total value in ten years time of almost 200 per cent.

Marketing Clean Eggs

Clean eggs only should be marketed. The Poultry Breeders of Central California now penalise the dirty egg by giving it a lower rank than the clean one, and also pay a lower price for it. Southern California egg producers, it is said, market a much cleaner egg than other breeders.



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Is keeping pace with the development in the thriving communities it serves. Santa Monica Bay, Long Beach, San Pedro, Pomona Valley cities, Orange County, Whittier, Monrovia, Santa Barbara and Ventura County communities.

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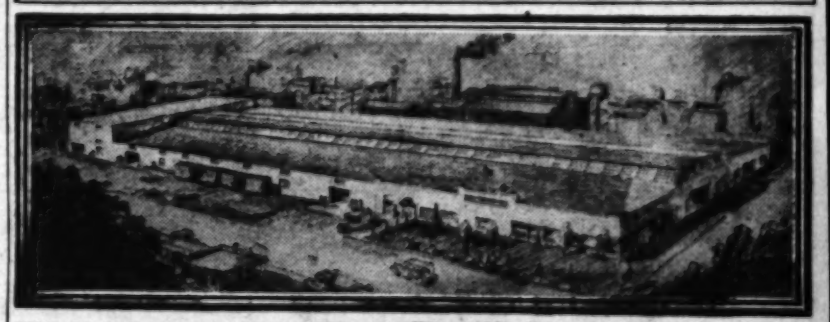
The service on the *Resolute* and *Reliance* challenges comparison. Carefully selected and highly trained stewards attend to the passengers' wants with promptness and courtesy. The cuisine is unsurpassed.

When planning your 1923 trip across the Atlantic, write for illustrated booklet and full particulars of sailings—to *Department W-2.*

UNITED AMERICAN LINES

39 Broadway, N. Y. or 154 W. Randolph St., Chicago

Ward Refrigerator and Manufacturing Co.



THIS PLANT IS THE FIRST UNIT OF THE COMPANY ON ALAMEDA STREET AT SIXTY-EIGHTH

FOUNDED seven years ago in a small factory building at Fifty-fifth and Latham streets, this Los Angeles industry was forced last year to purchase six acres of ground on Alameda street, between Sixty-eighth and Seventieth streets, because of the rapid increase in the company's business. The present unit of the new home of the institution is a structure 100x300 feet long and a second unit of equal size will shortly be erected. The present investment represents an outlay of approximately $150,000. Construction is heavy corrugated iron, wood trussed and floored. Besides a large display room, this unit also covers paint rooms, stock rooms and lumber pits.

The Ward Refrigerator and Manufacturing Company devotes its efforts to the manufacture of refrigerators for hotels, restaurants, retail meat establishments and household usage. The entire company is owned by four men, A. D. Ward and three sons, Dwight A., Harry, and D. T. Ward. The present output of the company based on enlarged capacity for manufacture, will mean half a million dollars for 1923.

According to present plans the company expects to cover at least four acres of its holdings with manufacturing buildings within the next three years. The present unit is twice the size of the old one and the acreage held by the company in Alameda street is six times as large as its Latham street holdings.

The new home of the company will have installed machinery of the very latest type, and the force of workers will be nearly double that of the old establishment.

The Ward Refrigerator and Manufacturing Company ships its product to every part of the Pacific Coast, and its territory extends as far east as Salt Lake City and Texas. The company has its representatives in Honolulu, San Francisco, Portland and El Paso, with a number of special representatives making their headquarters in Los Angeles. Extension of trade territory is being planned to include South America, where, it is believed, a large trade for Los Angeles-made refrigerators can be developed.

The equipment of the first unit of the new plant is first-class in every respect. The offices are located on Alameda street. Among other things there will be a complete fire-fighting apparatus. Lighting facilities will be afforded by overhead windows, with sash windows of the tilting type along the side walls.

Large lumber yards will be maintained on the property. Transportation facilities are afforded by a spur track, extending the full length of the acreage.

ESTABLISHED in Los Angeles three years ago for the purpose of specializing in the making from special designs of decorative iron work for residences, the Wrought Iron Studio occupies a very prominent position in the industrial life of the metropolis of the Southwest. Mr. Frank Weingartner, originator of the industry, is an expert in his chosen calling and the studio commissions receive his personal attention in designing. Examples of the work of the institution can be found in most of the leading homes in Los Angeles and vicinity.

The Wrought Iron Studio is prepared to execute grills, railings, lighting fixtures, andirons and ornamental grates. Everything in exterior and interior furnishings from the wrought iron standpoint, even to specialty built chairs, is included in the specialization.

The Wrought Iron Studio is one of the leading institutions of its character in Southern California.

Wrought Iron Studio

Designers and Makers of

DECORATIVE IRON WORK

420 BERNARDO STREET

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A CARVING knife and fork rest and knife sharpener combined, for use on your dining table. Takes all the dread out of carving, a few strokes of knife between the rolls puts a keen cutting edge on dullest knife. No home can afford to be without this handy device. Plated, handsome, durable. Will not injure finest carving or table knives; will not wear knives away as grinding does; will give years of good service and is fully guaranteed by the maker. Satisfaction or money back. Sold by Hardware dealers or shipped direct, postage paid, on receipt of fifty cents.

MANUFACTURED BY

A. P. Worthington 700 N. Main Street

Los Angeles, Cal.

"The Times"—A Los Angeles Institution

Growth of World's Largest Newspaper and West's Metropolis Inseparably Linked

A LOS ANGELES institution whose fortunes are and have been peculiarly and inseparably linked with those of the city is the Los Angeles Times. The remarkable growth and commercial development of the city have made possible the equally remarkable record of the newspaper. Coincidently, The Times has contributed, in a substantial way, to the growth of Los Angeles.

Forty years ago Los Angeles was a village of 12,000 inhabitants, and The Times was just starting out in life as a little four-page sheet, printed on a queer little press run by water power. That year The Times was small in circulation, volume of news and volume of advertising. It required but a few persons to run the entire establishment. Los Angeles city had hardly begun to emerge from the sleepy pueblo stage of its existence. That year the value of buildings erected, according to permits issued, was about $900,000.

In 1922 Los Angeles, with a population of 750,000, erected new buildings to the value of $129,000,000, worth many times over all the buildings in the city in 1882. The Los Angeles Times has become the world's largest newspaper, both as to volume of news and volume of advertising, and its scope of activities has spread over the entire globe. In all the intervening forty years the growth and development of Los Angeles city and of The Times have been parallel. The Times is a Los Angeles institution, so closely identified with the city through the years and through every stage of development that it is a vital and integral part of the city.

The Times was established in 1881 and was conducted for several months by printers. On Aug. 1, 1882, the late Gen. Harrison Gray Otis became part owner, head of the editorial force and general manager of the paper. Under his leadership the paper grew steadily in strength and power. In 1883 it became an eight-page paper, and in 1884 was incorporated. The paper was further enlarged in 1886 and 1887.

On January 1, 1886, The Times issued its first Annual Trade Number. It is now known as The Times Midwinter Number, which has been published annually, steadily increasing in size, scope and circulation, until its readers were in every State in the Union and every country in the world. The Midwinter Number has been a clarion call to many a family to come to California to live. It is the annual message of the Southwest to the people of other communities and is credited by men in high position with having contributed, in marked degree, to the upbuilding of Southern California.

In 1887 The Times began issuing seven days a week instead of six and increased its size. The increase was maintained in spite of falling off of advertising due to the collapse of the spectacular real-estate boom of 1887.

A crucial date in the history of The Times was 1890 when its first battle with the labor unions was fought. A world-wide fight against The Times was inaugurated by the labor unions and the full force of the American Federation of Labor was directed against it. For years The Times maintained its stand almost single-handed among newspapers. One striking result of the widespread fight against The Times as a "scab" paper and Los Angeles as a "scab" town was to bring thousands of the best and most skilled workmen to this city, where they sought and found industrial freedom.

• • •

Industrial Freedom Won

FROM 1890 to 1896, during the thick of the fight, The Times' circulation almost trebled. Frantic because of the continued success and steady gains, the union radicals resorted to desperate expedients until, in 1910, The Times was blown up by dynamite planted by radical union leaders. Twenty lives were lost and The Times lost heavily in property, yet this was the beginning of an uninterrupted era of great prosperity.

A magnificent new building was erected on the spot where the old one was destroyed and the best of modern equipment was installed in every department. The new building was completed in October, 1912. Two years ago an additional building was erected adjoining the main edifice and still another building is to be erected to house the fast-growing activities of the paper.

• • •

World's Largest Newspaper

THE TIMES is now the world's largest newspaper. It carries a greater volume of news and more advertising than any other paper. Its news service, including the full service of the Associated Press and telegraphed news in detail from every corner of the globe over its own leased wires, has given it a predominant position as a newspaper. Its clientele is served up-to-the-minute news in seven editions daily, no portion of its great Southwest field being neglected.

It has the only newspaper rotogravure plant west of the Rocky Mountains. During the past year it installed two new giant presses. One is a twelve-cylinder multi-color and half-tone universal rotary web perfecting press. Another is a Hoe seven-unit-type lightning perfecting press, which is the largest west of Chicago.

The empire served by The Times is essentially a great commercial "island." Separated from the rest of the country by ranges of mountains and desert areas, it is a sharply defined zone with its own distributing system, its own brand of climate and its own special activities.

The Times has strictly adhered to the circulation policy of cultivating its own territory rather than going far afield. The Times has never sought to invade the field of national magazines, believing that it best serves both reader and advertiser by dominating the one great market. Proof of the soundness of this policy is found in the fact that The Times stands pre-eminent among newspapers in volume of advertising.

The Los Angeles Times, during 1921, printed more display advertising, more classified advertising and more total advertising than any other newspaper in the world.

While Los Angeles city has grown at a rate never equalled by a large city, the circulation of The Times has grown even more rapidly, gaining 100 per cent in the past nine years. The following table gives the average daily and Sunday circulation of The Times each year from 1914 to date. Figures for 1922 include the first eleven months.

Year	Daily	Sunday
1914	58,098	97,035
1915	60,059	100,943
1916	64,567	107,567
1917	75,632	118,708
1918	80,804	130,944
1919	85,563	132,429
1920	92,821	144,485
1921	98,572	153,598
1922 (first eleven months)	112,667	167,625
1922 (month of November)	122,296	184,375

The following table shows the newspapers which printed the most advertising during 1921 in each city named, the figures representing agate lines. It will be noted that The Times led the next highest newspaper to itself by over 3,000,000 lines.

LOS ANGELES TIMES	26,987,478
Detroit News	23,549,036
Chicago Tribune	23,011,023
Pittsburg Press	21,806,790
New York Times	21,652,612
Washington Star	21,022,405
St. Louis Post-Dispatch	19,716,760
Baltimore Sun	19,371,989
Columbus Dispatch	17,858,310
Philadelphia Inquirer	16,744,800
Newark News	15,963,363
San Francisco Examiner	15,806,536
Milwaukee Journal	14,901,946
Minneapolis Journal	13,617,234
Portland Oregonian	12,307,343
Buffalo Evening News	12,043,220
Seattle Times	11,983,482
Boston Globe	11,876,688
St. Paul Pioneer Press-Dispatch	11,764,294
Grand Rapids Press	11,694,718

That advertisers, both local and national, recognize the commanding position of The Times in Southern California is indicated by the following figures:

Year	Lines in LOS ANGELES TIMES	TIMES Lead Over 2nd Local Paper
1913	16,911,972	2,853,464
1914	13,891,624	2,770,250
1915	12,765,676	3,499,220
1916	13,146,574	2,240,586
1917	13,629,014	3,483,200
1918	12,672,010	4,224,096
1919	20,193,662	6,789,930
1920	25,631,718	9,033,220
1921	24,987,478	10,721,226

The tremendous patronage accorded The Times by advertisers and readers shows that in extent and variety of activities, in agriculture and industry, there is no richer field in the United States from a producing standpoint than that served by The Times.

THE OLD YET EVER NEW SPIRIT OF FIESTA

Community Holidays, Floral Displays, Historical Pageants and Outdoor Dramas

THE tenor of life in California is and always has been tempered by the love of vacation and festival. "Work, yes," the Californians believe; "but let's have done with work occasionally and all join in a glad celebration!" Gala days, many and not too far apart, are as inevitably essential to the calendar of California as are the Fourth of July and Christmas to that of the country at large.

"Fiesta" is the symbol here under which is collected a bright and happy congeries of things pertaining to community holidays—floral displays, historical pageants and outdoor dramas, gay fairs and jubilees, street dances, races, rodeos, ovations and what not. It is an inheritance from the romantic and airy days of the dons. The word carries the significance of feast and festival. The pioneering of California was carried on in a different spirit than that of the Thirteen Colonies. The chivalrous and adventurous explorers and soldiers of the then mighty empire of Spain brought with them to California no Puritan ideals of self-abnegation and the patient endurance of hardship. They came in search of barbaric kingdoms teeming with golden vessels, pearl and emerald-studded portals, and beautiful Amazons. Upon being disappointed they left the common toil of building up the settlements and producing the food to the padres and the mission flocks of Indian neophytes, while disposing themselves as comfortably as might be for the enjoyment of the mild and genial climate. To requite these treasureless heroes, the Spanish crown parceled the land among them in huge grants, vaguely designated so many leagues in this or that direction from a certain point or place of intersection. The grandees erected extensive haciendas of adobe, on the style of the missions with Mission Indian labor; imported, or somehow acquired, herds of cattle and horses, and entered upon a leisurely picturesque career of horse racing, rodeo-holding, playing at politics, courting and honoring one another and every important occasion with fiestas.

Every round-up, harvest, marriage, birth, arrival of distinguished guests, anniversary and political appointment was the signal for a fiesta. Saints' days and religious holidays were occasions, too, for celebration. The fiesta might last one or several days, or a week. The preparations were elaborate and doubled the actual period of participation for the force on the rancho or the people in the settlement. Feasting was an essential part of the celebration. Beeves were barbecued, frijoles and tortillas were cooked in great quantities. All of the peppery dishes and foods relished by Spanish-Mexican palates were prepared—sarsa, tamales, enchiladas, carne con chili and various ensaladas. Then there were bunuelos, pan de huevos, panocha and other sweet-meats and confections. Native wine, strong mescal and aguardiente flowed freely. After the eating and drinking, all were in warm humor and gay spirits for the entertainment. This consisted in feats of horsemanship, gallina races, bear and bull fights, and many kinds of graceful and fancy dancing, accompanied by stringed instruments and the clicking of castanets.

Early California played heartily. It may have played a bit too much. But it was the political conniving for wealth and power without accompanying constructive genius that brought ruination and poverty to the Latin regime and snatched away the fiesta days shortly before the American appeared upon the borders. The fiesta spirit languished while the incoming hordes of foreigners wrested gold from the rocks and then turned their restless energies to the creating of the greatest fruit land in the world.

Only among the bands of Indians did the custom of regular and frequent celebration persist. The lone bands of Mission Indians, bereft of their padres and their lordly generous masters, continued to light the fiesta fires once or several times a year out in their poverty-stricken rancherias. The motives of their celebrations were often curious, even ludicrous, or altogether wanting. For instance, one of the bands, until reprimanded by the government a few years ago, was holding its annual fiesta in honor of the date of the declaration of Mexican independence.

The Indian fiestas, which may be seen occurring in numbers in Southern California each year, essay the combination of the aboriginal powwow with the feasting and dancing features of the early California fiesta. But, as there are no rich patrons to supply the food and entertainment free, an element of commercialism enters into the occasions. In the booths of boughs of the attractive ramadas, which the Indians construct out of willow, cottonwood or palm branches, are offered for sale many of the old dishes, and some of the new, tamales and enchiladas being companions these days to hot-dogs and ice-cream cones. The powwow, or fire-eating dance, is generally offered free. Then the night is pleasantly whiled away by the visitors dancing at so much per dance in an improvised pavilion to the jazz music of an orchestra of educated Indian young men; and by the old Indians in playing their native gambling game of echo-peon.

But modern California is experiencing the revival of the spirit of fiesta on an ever-greater scale. Where there are great crowds of people to witness and take part in the celebration, it is hardly practical to include the feasting part of the program; although this was successfully attempted at the San Gabriel fiesta, celebrating the 150th anniversary of the mission's founding. The modern style goes more to the spectacular, the dramatic and the exhibition types. The midwinter Tournament of Roses enjoys nation-wide fame and is attended by people from all over the United States. Many towns and little cities in Southern California hold similar festivals at regular times each year to display the beauty of their flowers and fruits, crown a queen and unite the community in a joyous holiday of local significance. Historical events are celebrated by pageantry and merry-making.

BROADCASTING ACROSS CONTINENT

Great Radio Station of "The Times" One of the Best in the Country; This Newspaper First in the Field

RADIO KHJ today stands as a monument to the growth of this new means of communication in the West. Its brief existence as a class "B" station has proven its range to be in excess of 3000 miles. Astounding has been the response of the listening family to the excellence of this new radio giant of the Pacific Coast. During the first thirty days that KHJ operated on 400 meters, more than 10,000 letters and over 1000 telegrams came, all giving unqualified approval of the clarity, modulation and quality of programs.

Today the voice of The Times radio station is as common to Nova Scotia, New England, Cuba, Mexico City, Alaska, Honolulu and countless other places lying in between as it is in the States bordering on its home State—California.

The Times went into the broadcast field April 13, 1922, it being the first newspaper in the Southland to go into the broadcast field. From the outset the policy was to give the listening public the finest singers, the best instrumentalists, speakers of national distinction, educational matter of broad general interest, news from world centers—in other words, furnish the radio family with entertainment and diversion that would be uplifting and stimulating.

For six months KHJ represented a fifty-watt, limited-range station. Then came the installation of a Western Electric, 500-watt transmitting station, calling for an initial outlay of some $30,000.

With its elaborate broadcast studio, reception rooms and transmitter quarters, KHJ now ranks with the best in the country, and in keeping with its initial move of being the first Southern California newspaper to enter the radio-broadcast field, it took precedence over all other sections, not only in Southern California, but in the whole western half of the United States, in its installation of equipment that entitled it to a class "B" rating under the U. S. Department of Commerce, which lays down hard and fast rules governing the quality of programs, the type of equipment, the wave length and other requisites of stations gaining this classification.

As a class "B," 400-meter station, KHJ has bridged the continent, yes, even more than that. Reports have come from Hawaii, from ships off the Atlantic Coast, from far-away Alaska, from ships off Panama.

Upward of 1500 persons have appeared on KHJ programs, among them artists of both national and international repute, speakers of world-wide fame, instrumentalists whose names are known throughout the world.

The Times' radiophone maintains three broadcast periods daily and one on Sunday. Its 12:30 to 1:15 program is primarily for the benefit of the radio dealer who wants real entertainment for demonstration to noontide throngs who have opportunity at this time to listen in and learn what radio means. A children's half-hour period, 7 to 7:30, is given in the evening, consisting of entertainment for the kiddies—vocal or instrumental—and a bedtime story by "Uncle John." The final period each day is a de luxe concert, 9 to 9:30, of vocal and instrumental music, public speaking, educational matter and news.

And lastly, but by no means of small importance, it should be understood that every bit of KHJ's broadcast is done by real "flesh and blood" artists. The regulations governing a class "B" station do not permit of any mechanical music.

Shaking Trees for Twelve Million Dollars

Southern California's Walnut Crop Twenty-five Thousand Tons a Year and Still Rapidly Growing

A LONG toward holiday-time each year, Southern California shakes from 812,000,000 to 815,000,000 of her walnut trees.

Ten years ago walnut-growing in this State was an infant industry. The crop was worth $1,500,000 in 1910. The 1922 crop is estimated to be worth from

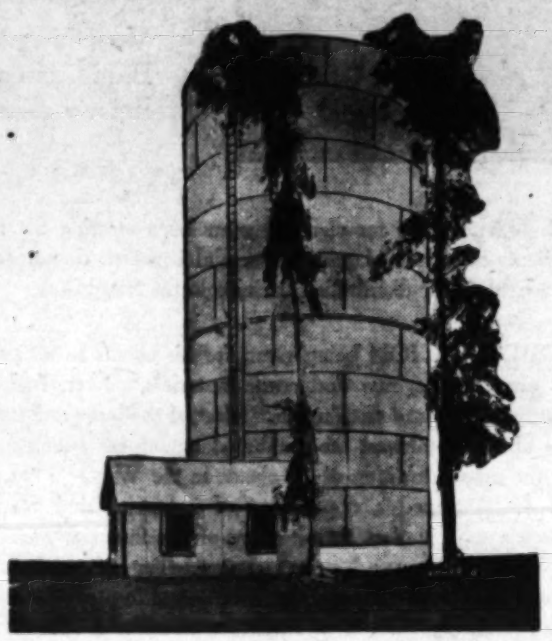
The demand for these highly improved nuts can never be supplied in any season. The trade will take as many as it can get and will have none left on hand. Instead of the old method, which was used by speculators years ago to mix with good varieties and hoodwink the consumer. Today the standard pack of the California Walnut Growers' Association is as good as a gold bond. Rigid inspection is instituted in all packing houses. Only the best nuts are packed in attractive containers. Today this method has almost entirely eliminated the cull walnut

McCormick, McPherson & Lapham
Steamship Agents and Brokers

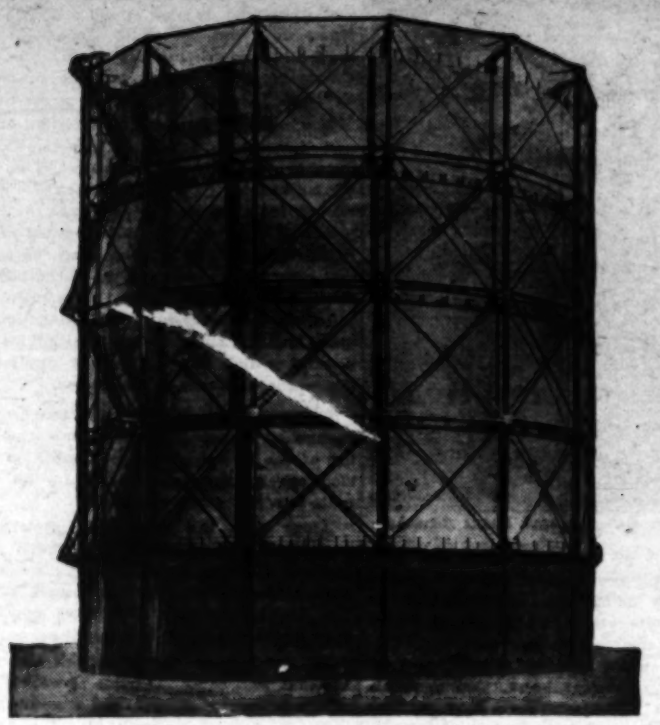
GROWTH

Southern Counties Gas Co.

Is keeping pace with the development in the thriving communities it serves. Santa Monica Bay, Long Beach, San Pedro, Pomona Valley cities, Orange County, Whittier, Monrovia, Santa Barbara and Ventura County communities are growing like magic. To keep abreast of this progress the company has just completed a tremendous construction program, costing approximately $1,500,000.



The small holder was erected this year at Azusa, augmenting the gas supply of that city as well as that of Glendora and Covina. This is a high pressure tank designed by two of the company's engineers, A. F. Bridge and M. R. Thompson.



This large holder with a capacity of 2,000,000 cubic feet has been erected on Santa Monica Bay at a cost of $200,000. It gives that beach territory ample gas storage for some time to come. Construction work started last April and the equipment was placed in operation during November. It is the tallest structure on Santa Monica Bay with a height of 175 feet.

Winter Construction Co.

Every Description of Building
Consistent With Good Construction

JUST COMPLETING

Grauman's Metropolitan Theater Building
Angelus Temple (Seating 5000)
Hollywood Public Library
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Gateway Theater, Glendale

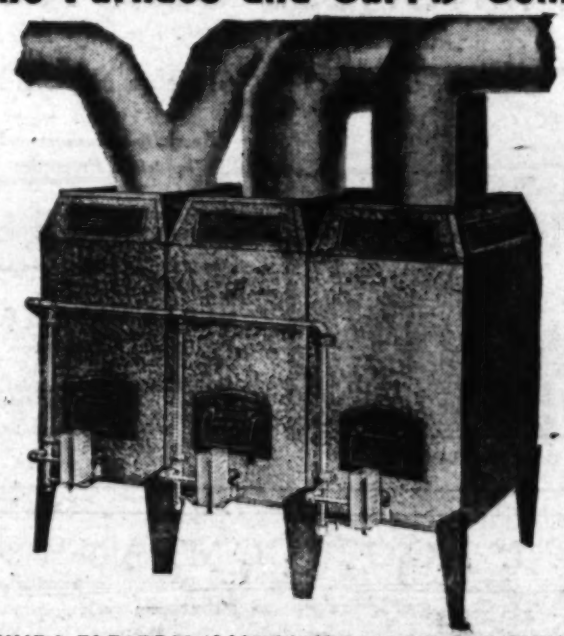
We Shall be Pleased to Help
With Your Building Problems

Winter Construction Co.

Suite 200 Los Angeles Railway Building
Eleventh and Broadway
Los Angeles Main 1900

Member of the Associated General Contractors of America

Payne Furnace and Supply Company



PAYNE'S ELECTRICALLY CONTROLLED GAS FURNACE.

KNOWN to the wholesale and retail trade in Los Angeles and Southern California as the "House of Service and Quality," the Payne Furnace and Supply Company, 158-162 North Los Angeles street, is one of the largest manufacturers and jobbers in furnaces and furnace supplies in Southern California. This rapidly growing institution was established eight years ago and continued expansion year by year gives Los Angeles today a furnace manufacturing plant covering 10,000 square feet of floor space. In the plant proper, thirty-five employees are engaged in furnace construction alone.

Payne's gas furnaces are endorsed by leading architects and they are built to provide health, comfort, economy and convenience for the home. The Payne Unit System consists of one or more gas furnaces with Hi-Lo electric control. This is ideal for homes where it is not necessary to maintain a uniform temperature in every room in the house. The Payne "Twin Giant" gas furnace is very generous with heat and economical with gas. Minneapolis Heat Regulators form part of Payne Gas Furnace equipment. They automatically maintain temperatures at desired points throughout the home.

The company carries in stock at all times and exhibits in its showrooms large and complete stocks of the highest grade heaters and supplies. Its supply of asbestos paper for pipe covering and furnace cement is one of the largest on the Pacific Coast.

The territory covered by the Payne Furnace and Supply Company includes the entire Pacific Coast. This institution is another example of the rapid expansion of Los Angeles industries and already plans are formed for further enlargement for this enterprise during the present year.

It is the constant aim of the company to serve the trade with the very highest grade of warm air heaters and supplies at prices consistent with the quality.

Delicious Products of the Southland—

BY CHEF A. D. WYMAN, M. C. A.

California Indian Pudding

MIX 4 cups of milk with 2 cups of coffee cream. Heat 4 cups of the milk and cream and stir into it 1 cup of corn meal, after until the corn meal is cooked, about 30 minutes. Add 1 cup of chopped suet, 1 cup of molasses, 1 cup of sugar, 1 teaspoon each of salt, ginger and cinnamon, 1 teaspoon of soda dissolved in a little warm water, and 2 eggs well beaten. Mix well and pour into a buttered pudding dish and bake in a slow oven for 3 hours. Serve with hard sauce.

Almond Cream Cake

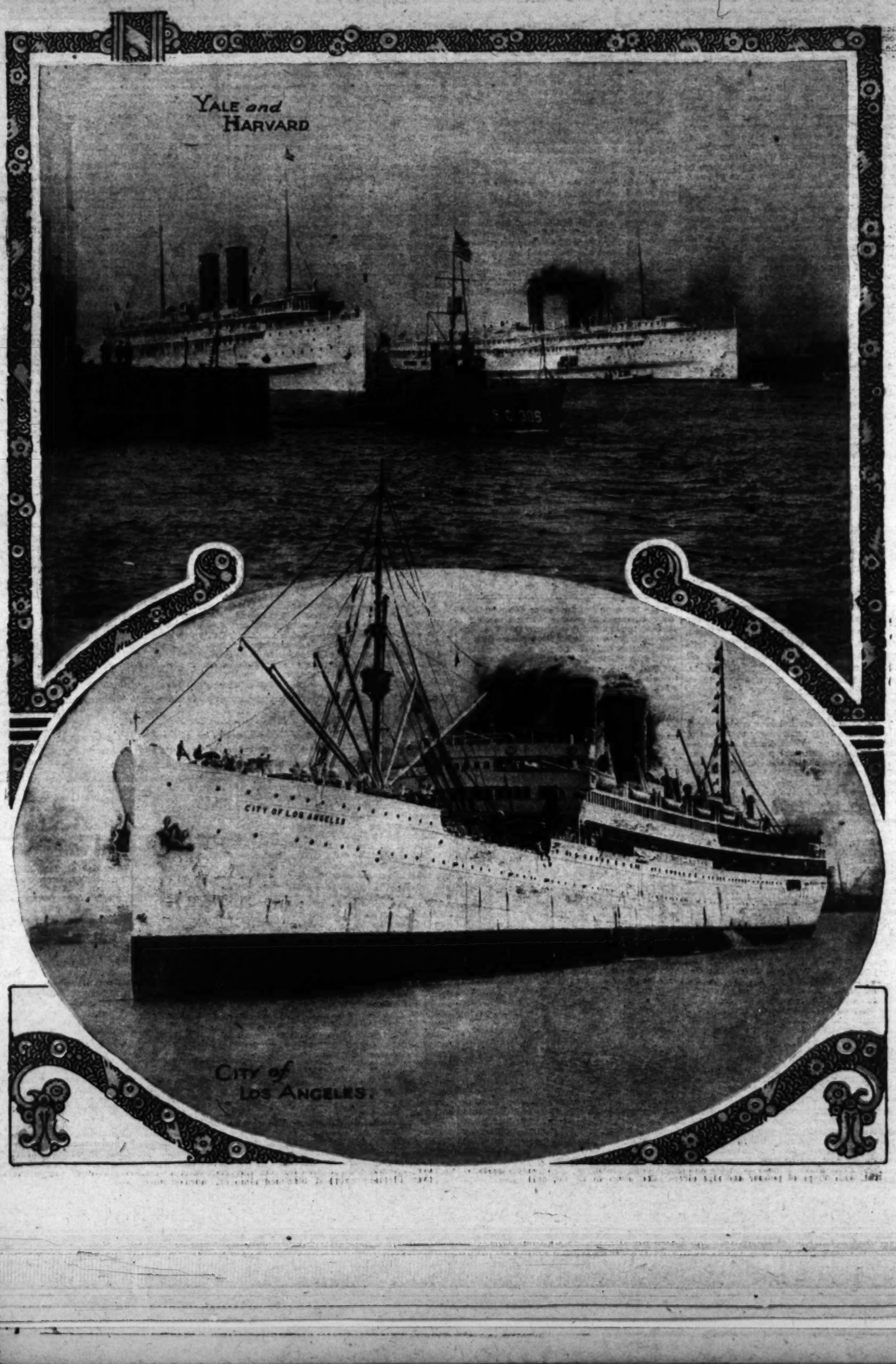
BAT to a cream 1 cup of butter and 2 cups of sugar, beat well and beat into them the well-beaten yolks of 4 eggs. Sift 4 cups of sifted flour with 3 teaspoons of baking powder and add alternately with 1 cup of milk. Add 1 cup of blanched almonds, chopped fine, and 1 teaspoon of vanilla. Fold in the stiffly beaten whites of the eggs and bake in a moderate oven.

Honey Fruit Cake

IN A warm bowl beat to a cream half a cup of butter and ¾ cup of honey, add 1-3 cup of boiled cider, 2 well-beaten eggs, 1 teaspoon each of cinnamon, cloves and mace and 1 teaspoon of soda dissolved in a little warm water; beat well and add enough sifted flour to make a stiff batter, then add 1 cup of chopped raisins, 1 cup of chopped figs, 1 cup of chopped dates, 1 cup of chopped nuts and 1 cup of chopped citron. Mix well and bake in a slow oven.

[As a chef and master baker of twenty-five years' experience, A. D. Wyman is known by thousands of housewives, epicures, cooks, bakers and the patrons of the best hotels of America, as well as by the habitues of the hotels and clubs of our island possessions and the Orient. He is recognized as one of the leading practical food experts in this country. For the past six years he has devoted his time to educational work, teaching and writing of recipes for the housewives, bakers and cooks. The following delicious products for the tea table are from his pen.]

Crack Liners Whose Home Port is Los Angeles





VAN NUYS—ONE OF THE FAVORED SPOTS IN THE SAN FERNANDO VALLEY

Building activities and development of a civic nature kept steady pace with general construction and development all over Southern California in Van Nuys during the year just ended. In fact, this important city in California's productive San Fernando Valley experienced last year one of its largest building and expansion periods. Numerous new buildings, one of them a handsome new bank building, were constructed in the business district and many new homes were built in residence districts.

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An Expert Business and Legal Adviser

BUSINESS of today demands not only the most strenuous efforts and closest attention to detail, but departmentization under the supervision of skilled and highly trained experts. Fifteen years ago, Mr. John C. Stick realized that the demand for such training was at hand. He bent his every effort to train himself to meet this demand, to become not only a skilled practitioner in the law, but to acquire a sound and practical training in business and keep abreast of its policies and administration. His aim was to become an expert business adviser, as well as a trained and practical legal adviser.

The buying, selling, manufacturing and accounting departments of any business succeed only in proportion to the training, skill and acumen of the heads of these departments. They are like a chain, each department a link. The serious executive is alive to the idea that he must keep these links strong enough to hold the business together, and as old links, old methods, old ideas wear out, new and improved links must be inserted into the chain. The efficiency of any business may be measured by the efficiency of its department heads.

The need of expert and efficient advice and counsel in legal matters has added another department to business. Here skill of the highest type is demanded, for upon the advice obtained the policy of the business will stand or fall. Advice must not be merely theory. It must at once be sound and safe, progressive and up-to-the-minute. It must be tempered with the practical application to business. Advice and counsel alone will not suffice, it must be advice and counsel which can be readily applied to the needs of every-day business.

The successful executive, the board of directors of corporations, formulate the policy of the business and see that it is carried out by the departments to the ultimate success of the enterprise.

Along with the business administration goes the probating of estates, which often involves intricate difficulties. This necessitates skilled advice in this branch of the law, to the end that a business may succeed in the face of this misfortune.

Mr. Stick is prepared through his training and well equipped office to offer to the public a service unique and soundly practical; to fit the business machine to the product to be produced; to help plan a sound and practical business policy; to plan an organization and financial campaign to "carry on" to success.

How well he has succeeded and how great the demand for this special need in business is attested by the many corporations and business executives who seek his advice and counsel.

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MR. DAUM has for eighteen years been meeting the requirements of industrial and commercial concerns doing manufacturing, assembling, or distributing business in the Southwest.

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A. I. ROOT COMPANY

WHEN A. I. Boyden, son-in-law of A. I. Root, the world-wide authority on bee culture, established Root Company offices on the Pacific Coast ten years ago, it was his hope to locate here, identifying himself directly with the bee and honey industry. However, his position in Ohio as director of sales of The A. I. Root Company was of such importance to his company, and himself that it was not until a year ago that he completed arrangements to move here.

In December, 1921, he and his brother, L. W. Boyden, both practical beekeepers from their youth, bought the controlling interest of The A. I. Root Company of California. In less than a year since coming here they have completely reorganized the factory at 1824 East Fifteenth street, greatly increasing the output of beekeepers' supplies. Their outfit includes modern hive-making machinery, as well as a complete installation of wax-working machinery, on which is made the celebrated Airco Comb Foundation, the specialty of this company. They have also recently added a most elaborate and complete honey-bottling outfit with automatic machines of newest designs, and have just added to their staff one of the best honey and wax chemists in the United States.

Not only do their beehives, honey extractors, comb foundation, etc., go to all Pacific and Rocky Mountain States and several foreign countries, but their Airline Honey (the only nationally known honey) finds its way to the remotest markets. In sending honey to these distant markets, the Boyden brothers believe they are contributing to the welfare of every honey producer in this field by building future markets for their customers' products.

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Delicious Products of the Southland—

BY CHEF A. D. WYMAN, M. C. A.

[As a chef and master baker of twenty-five years' experience, A. D. Wyman is known by thousands of housewives, epicure, cooks, bakers and the patrons of the best hotels of America, as well as by the habitues of the hotels and clubs of our island possessions and the Orient. He is recognized as one of the leading practical food experts in this country. For the past six years he has devoted his time to educational work and the testing and writing of recipes for California's leading food products for the use of housewives, bakers and cooks. The following recipes were all compiled and tested in his laboratory kitchen at Glendale, Cal.—Ed.]

CALIFORNIA is the magic land that supplies the world with all that is best in fruits, nuts, vegetables and canned fish. Los Angeles is a city whose markets display such an array of fresh food products of the land and sea that the housewife and the epicure are never without the materials to prepare meals at a moderate cost that shame high-priced banquets served in less-favored parts of the world. Here will be found, nearly all the year round, fresh fruits and vegetables of both the temperate and tropical zones, the finest of almonds and walnuts and fish fresh from the ocean.

Twenty-five years ago, when the writer first donned an apron and a cap in one of the most famous restaurants on the Pacific Coast, he was taught how to use such a variety of local foodstuffs that when he traveled to other parts of the world he longed to be back.

* * *

Delano Raisin Pudding

MIX 4 tablespoons of cornstarch with 4 tablespoons of brown sugar and ½ cup of granulated sugar and mix with 4 tablespoons of cold water to a smooth paste. Heat 2½ cups of milk in a double boiler and stir gradually into the mixed cornstarch and sugar, return to the double boiler and stir over a slow fire until thick and smooth. Add ¾ cup of seedless raisins and cook 30 minutes. Remove from the fire and stir in 4 tablespoons of broken walnut meats, 1 teaspoon of vanilla extract and ½ teaspoon of lemon extract. Pour into a mold and chill. Serve with cream or orange custard.

* * *

Mary's Fig Dessert

MIX 1 cup of fresh fig jam with 2 cups of stewed rhubarb. Line a buttered baking dish with slices of stale cake and pour in the fig and rhubarb, cover with a light custard and bake until the custard is firm. Cover with a meringue and brown in a medium oven.

* * *

Olive and Veal Pie

LINE a deep baking dish with an extra short pie pastry. Cut 2 pounds of veal filet in thin slices ¼ inch thick, 4 inches long and 2 inches wide. Make a forcemeat with ⅔ cup of finely chopped veal, ½ cup of finely chopped suet, 1 cup of fine bread crumbs, 3 tablespoons of minced parsley, ½ teaspoon of thyme, ½ teaspoon of marjoram, ½ teaspoon each of grated lemon rind, mace and paprika, and the well-beaten yolks of 2 eggs. Mix well. Season the veal slices with salt and paprika and place on each slice a slice of fat bacon, cover the bacon with a layer of the forcemeat and roll them in neat, secure rolls. The remaining forcemeat roll into balls, then roll in bread crumbs. Place the veal rolls, forcemeat balls, and 1½ cups of washed ripe olives in a pastry-lined dish, pour over all 1 cup of good meat gravy mixed with 1 can of button mushrooms or a can of mushroom pieces and stems, 1 tablespoon of lemon juice and 3 tablespoons of orange juice. Cover with pastry, brush with beaten egg, cut hole in top and bake in a medium oven one hour.

* * *

Fig and Cheese Salad

MIX to a paste 1 cup of dry cottage cheese, 1 cup of chopped dried California figs, ½ cup of chopped toasted almonds and 2 tablespoons of orange juice. Roll the paste in even-sized balls as big as marbles and roll the balls in very finely chopped toasted almonds. Arrange four or five of the balls on nests of shredded lettuce, garnish with cubes of orange, and serve with honey dressing. For the honey dressing, bring to a boil ½ cup of strained honey and beat slowly into 2 well-beaten egg yolks. Place in a double boiler and stir over the fire for one minute after water boils. Remove from the fire and beat until cool. Add a seasoning of salt and paprika and 1 tablespoon of lemon juice. Just before serving mix with it 1 cup of whipped cream.

* * *

Salad Samson

MIX 1 cup of grated raw carrot with ½ cup of chopped, dried figs, ½ cup of chopped walnut meats and 1 cup of shredded lettuce. Mix with lemon French dressing. Line salad plates with lettuce leaves and sprinkle over them dry, cooked rice; on the rice place the salad mixture and garnish with strips of pepper and ripe olives.

California Indian Pudding

MIX 4 cups of milk with 2 cups of coffee cream. Heat 4 cups of the milk and cream and stir into it 1 cup of corn meal, stir until the corn meal is cooked, about 30 minutes; add 1 cup of chopped figs, 1 teaspoon salt, ½ teaspoon of soda mixed with 1 cup of molasses, and 1 tablespoon of melted butter. Pour into a buttered pudding dish and bake in a moderate oven 1½ hours, pour on the top of the pudding, do not stir, 2 cups of the milk and bake slowly 2½ hours. Serve with orange custard sauce.

* * *

Delicious Stewed Figs

PLACE in a saucepan ½ cup of sugar, the thin rind of 1 lemon and 2 cups of water, heat until the sugar is dissolved; then add 1 pound of California dried figs and they do not boil. Stir 3 tablespoons of cerole for 1¾ hours. Be very careful that they do not boil. Stir 2 tablespoons of strained orange juice. Serve hot in a border of cooked rice. To serve cold place in small glass dishes or sherbet cups, cover with orange or lemon custard, on the custard place a tablespoon of meringue and brown lightly in the oven.

* * *

Raisin Orange Cake

BEAT ½ cup of butter to a cream and beat in gradually 1 cup of sugar, beat well in the well-beaten yolks of 2 eggs. Sift 1⅔ cups of flour with 2 level teaspoons of baking powder, and ¼ teaspoon of salt. Beat the flour into the mixture, alternating with ½ cup of strained orange juice, beat well and add ⅔ cup of seeded raisins that have been soaked for five minutes in hot water, and 1 teaspoon of grated orange rind, when well mixed fold in the stiffly beaten whites of 2 eggs. Pour into buttered and floured loaf-cake pan and bake in a moderate oven over 35 minutes. Cool, frost with orange icing, and press sections of fresh oranges on the top.

* * *

Fresno Raisin Pie

POUR 1½ cups of boiling water over 2 cups of seeded raisins and cook five minutes. Mix 2 level teaspoons of cornstarch with ½ cup of sugar and stir in the hot raisins, return to the fire and cook until thick; do not boil. Add to the mixture 1 tablespoon of grated orange rind, 4 tablespoons of orange juice, 1 tablespoon of lemon juice, 1 tablespoon of grated lemon rind, ½ cup of chopped walnut meats, and 1 tablespoon of butter. Pour into a pastry-lined pie tin, cover with pastry, brush with melted butter, and bake in a medium oven 40 minutes.

* * *

Raisin Lunch Rolls

SIFT 2 cups of flour with 4 level teaspoons of baking powder, ½ teaspoon of salt, 1 teaspoon of mace and 1 tablespoon of sugar, rub in 3 level tablespoons of butter, and mix to a smooth dough with ⅔ cup of milk; roll out ¼ inch in thickness and spread with 2 tablespoons of creamed butter; sprinkle over the butter 3 tablespoons of sugar mixed with 1 teaspoon of ground cinnamon and 1 cup of seedless raisins. Roll like jelly roll and cut in slices ½ inch thick. Place the slices, cut side up, in a buttered biscuit pan, brush with melted butter, and bake in a medium hot oven 15 minutes.

* * *

Almond Tartlets

ROLL out to 1-5 of an inch in thickness ½ pound of short pie pastry, cut in rounds with a large cutter and with them line nine small patty pans. Prick the bottom of the paste with a fork and place in the bottom a teaspoon of strawberry or raspberry jam. Mix 2 tablespoons of corn starch with ½ cup of sugar and beat in 1 egg and 1 egg yolk and beat until smooth. Add ½ cup of finely ground blanched almonds, 1 tablespoon of melted butter and a dash of nutmeg; mix well and pour on the jam in the pastry-lined pans. Bake in a medium oven to a nice brown color. While hot brush with water icing. Serve cold.

* * *

Ginger Pear

PEEL, core and cut in slices 4 pounds of firm pears. Slice very thin ¾ pound of candied ginger. Place the pears, sliced ginger and 4 pounds of sugar in a preserving kettle and boil slowly for one hour. While pears are cooking, place 2 whole lemons in a saucepan, cover with cold water and simmer until they are tender; remove from the water and cut very fine, discarding any seeds and the stem ends. Add the lemons to the pears and cook slowly for another hour. Place in jelly glasses, cover, and store in a cool, dark place.

Almond Cream Cake

BEAT to a cream 1 cup of butter and 2 cups of sugar, beat well and beat into them the well-beaten yolks of 4 eggs. Sift 3 cups of sifted flour with 3 teaspoons of baking powder and add to the first mixture with 1 cup of milk and ⅝ cup of finely chopped almonds; beat to a smooth batter and add the stiffly beaten whites of 4 eggs. Bake in layers in a moderate oven. Cool the layers and spread between them a filling made by mixing 2 tablespoons of cornstarch with ½ cup of sugar and beat these into the well-beaten yolks of 2 eggs. Scald 1 cup of milk and pour gradually into the egg mixture, stirring constantly. Place mixture in a double boiler and stir over the fire until thick and smooth. Remove from the fire and stir in 1½ teaspoons of butter, cool and add 1 teaspoon of lemon extract and ½ cup of chopped blanched almonds. Place in a bowl the white of 1 egg and 2 tablespoons of cold water and stir into them as much confectioner's four X as will make it the right consistency to spread. Cover the top and sides with this icing and press onto the icing, while it is soft, halves of blanched and toasted almonds.

* * *

Almond Cream Pie

BEAT to a cream ½ cup of butter and gradually beat into it 1 cup of sugar, when light and creamy beat in two well-beaten eggs and beat smooth. Sift 1¾ cups of sifted flour with 2 level teaspoons of baking powder and beat into the first mixture with ⅔ of a cup of milk and 1 teaspoon of almond extract. Bake in two layers, cool, and spread between the layers almond-cream filling. Dust top with powdered sugar and finely chopped toasted blanched almonds.

* * *

Almond Cream Filling

SCALD in a double boiler 1 cup of milk. Mix to a smooth paste 1 cup of sifted flour and 4 tablespoons of milk and stir into the scalded milk and stir until smooth; cover and let cook slowly for 15 minutes. Add the yolks of 2 eggs, a pinch of salt, and beat well; then beat in gradually ½ cup of sugar and beat into the hot mixture and beat until the mixture is smooth; do not boil. Remove from the fire, cool and stir in one teaspoon of orange or lemon extract and ⅔ cup of chopped blanched almonds.

* * *

Orange Short Cake

SIFT two cups of sifted flour with 4 tablespoons of sugar, ½ teaspoon of salt and 4 teaspoons of baking powder; rub into this, as in making biscuits, 4 tablespoons of butter. Add about ⅔ cup of milk and work to a smooth dough. Divide in half and place in two layer-cake tins, press to the shape of the pan, and bake in a hot oven. Remove from the pans, place on a round plate and place between the layers and on the top six oranges peeled and cut in even-sized pieces. Serve with orange sauce made by beating to a cream ½ cup of sweet butter and beating into it 1½ cups of powdered sugar, then beat in slowly the strained juice of two oranges.

* * *

Orange Pie

MIX 1 cup of sugar with 5 level tablespoons of sifted flour, a pinch of salt, the grated rind of 1 orange, and 1 cup of strained orange juice; place mixture in a double boiler and cook 10 minutes, stirring constantly. Remove to the side of the fire and stir in the well-beaten yolks of 3 eggs, 2 tablespoons of butter and the stiffly beaten whites of 3 eggs; stir over the fire for 2 minutes; do not boil. Cool, pour into a baked pie shell and sprinkle with powdered sugar and finely chopped toasted almonds.

* * *

Baked Orange Custard

BEAT well the yolks of 3 eggs and 1 egg white, beat into them ½ cup of sugar, a pinch of salt, the grated rind of 1 orange and 4 tablespoons of orange juice. Scald in a double boiler 1¼ cup of milk and stir gradually into the mixture, mix well and pour into buttered custard cups; set cups in a pan of hot water and bake in a moderate oven until firm. Cool, unmould on serving plates, garnish with whipped cream and orange slices; pour around a clear orange sauce.

* * *

Avocado Oriental

CUT the avocados in half, lengthwise, remove the seed and half fill with finely chopped, preserved kumquats. Place the avocado halves on crisp lettuce leaves, pour over a lemon French dressing and sprinkle over all finely chopped, blanched almonds.

Honey Fruit Cake

IN A warm bowl beat to a cream half a cup of butter and ¾ cup of honey, add 1-3 cup of boiled cider, 2 well-beaten eggs, 1 teaspoon each of cinnamon, cloves and mace and 1 teaspoon of soda dissolved in a little warm water; beat well and add enough sifted flour to make a stiff batter and ⅔ cup of chopped, dried figs, ⅔ cup of pitted and chopped prunes and ⅔ cup of seedless raisins. Pour into a buttered and floured cake tin and bake in a slow oven. This cake should be made several weeks before using and kept stored in a tightly closed container.

* * *

Almond Honey Cakes

MELT ½ cup of butter and stir into it 1 pound of strained honey, stir over the fire until well mixed; remove from the fire and stir until cool. Add to it the grated rind of 1 lemon, ⅔ cup of blanched and finely chopped almonds, ¼ teaspoon of mace, and 2 teaspoons of baking soda dissolved in a little water. Mix well and work in enough flour to make a stiff dough. Place in a cool place and let stand at least 12 hours. Roll out in a sheet half an inch thick, cut in squares, decorate the tops with halves of blanched almonds and thin strips of candied orange peel. Bake in fast oven.

* * *

Lemon Honey Cakes

BRING to a boil 1½ cups of honey, skim carefully, add 4 tablespoons of butter and cool. Stir in carefully 2 cups of sifted pastry flour and set in a cool place over night. When ready to bake add the grated rind of 1 lemon, 2 tablespoons of lemon juice, ½ cup of chopped blanched almonds, and ½ teaspoon of baking soda dissolved in a little warm water. Bake in small, shallow muffin tins. When cold ice with lemon icing.

* * *

Stanford Fruit Pudding

POUR over 1 cup of grated bread crumbs ½ cup of scalded milk and let stand until cool. Add half a cup of finely chopped suet, ½ cup of finely chopped, pitted prunes, ½ cup of seedless raisins, 4 tablespoons of chopped candied-orange peel, ½ cup of molasses, ½ teaspoon each of cinnamon, mace and soda, ¼ teaspoon each of cloves, nutmeg and ginger and 1 teaspoon of salt. Mix well and boil three hours in a buttered pudding mould. Serve with orange custard sauce.

* * *

San Jose Prune Cake

BEAT to a cream ½ cup of butter and beat into it 1 1-3 cups of sugar, beat until light and creamy. Sift 2½ cups of sifted flour with ½ teaspoon of salt and 2½ level teaspoons of baking powder. Add the flour mixture to the butter and sugar and beat in with 1 cup of lukewarm water; beat smooth and add 1 teaspoon of lemon extract and the stiffly beaten whites of 4 eggs. Bake in three layers in a quick oven; when baked, cool and spread between the layers a mixture made by chopping fine 2½ cups of pitted prunes and 1 cup of currant jelly. Frost top and sides with orange icing and sprinkle with finely chopped toasted almonds.

* * *

Apricot Jelly Roll

BEAT until very light 2 eggs and beat into them gradually 1 cup of sugar, beat well and then beat in 2 tablespoons of water, 1 tablespoon of melted butter and a teaspoon of vanilla extract. Sift 1 cup of sifted flour with 1 teaspoon of baking powder and fold into the first mixture. Grease a shallow baking pan, cover with paper, grease the paper and pour in the cake batter. Bake in a hot oven about 12 minutes. Turn out on a piece of clean, white cloth, trim off the edges, spread with 2 cups of cooked, dried apricots that have been drained and pressed through a sieve. Turn the far edge of the cake, press down, lift corners and pull toward you. Roll cake in the cloth and let stand one hour. Remove cloth and sprinkle with powdered sugar.

* * *

California Apricot Tart

COOK, drain and press through a colander enough dried apricots to make 1½ cups of pulp, add to the pulp 3 tablespoons of orange juice and pour into a baked pie shell. Cover 24 halves of dried apricots with warm water, let stand one hour; place over a slow fire and cook until the halves are tender; do not allow to get too soft. Cover the apricot pulp with the apricot halves, place, with the hollow side up, in each hollow place a blanched almond and cover all with a jelly made by dissolving 1 teaspoon of gelatin in 1 tablespoon of cold water and stirring into ⅔ cup of the hot apricot juice.

W. H. DAUM
Analytical Realtor

JOHN C. STICK

FAVORED SPOTS IN THE SAN FERNANDO VALLEY

Building activities and development of a civic nature kept steady pace with general construction and development all over Southern California in Van Nuys during the year just ended. In fact, this important city in California's productive San Fernando Valley experienced last year one of its largest building and expansion periods. Numerous new buildings, one of them a handsome new bank building, were constructed in the business district and many new homes were built in residence districts.

As one of the important industrial centers in the San Fernando Valley, canning-houses and packing-institutions last year reported one of the best seasons. The Holly Hatchery, on West Sherman Way, increased its output and added another unit to the



Van Nuys Branch of the California Bank

main hatchery building, 60x110 feet. Delivery of fall chicks started August 24 and continued throughout September, October and early November. An idea of the volume of business transacted in the Holly Hatchery may better be understood when it is noted that Holly chicks are hatched at the rate of 100,000 each incubation. Thirty thousand breeding hens, in eleven of the most successful and highest egg-producing White Leghorn flocks in Southern California, furnish the eggs for incubation. A fleet of auto trucks is maintained for their delivery to the hatchery.

Located in Van Nuys is one of Southern California's largest organ manufacturing plants. This industry furnishes employment to many people. Since valley annexation to Los Angeles, Van Nuys has been the branch civic center which, in turn, has resulted in the erection of many important municipal buildings.

This splendid city offers residents all the advantages of city life, with the natural surroundings idealistic of country life. Among other things the splendid course of the Hollywood Country Club for golfing is built on property facing the Ventura Highway, very close to the corporate limits of the city.

Van Nuys is backed up for the handling of the large volume of produce it does by the wonderful back country of the San Fer-



Incubating 100,000 Eggs at the Holly Poultry Ranch in the Van Nuys District

nando Valley. This section is one of the West's most productive agricultural and stock-raising areas. At the same time it is one of the beauty spots of Southern California. Its combination of rich soil, ideal climate and abundant water has made it one of the splendid suburban home sections of the Pacific Southwest. This remarkable valley has only been under its diversified development a little better than ten years and not an inconsiderable portion of the valley is already included within the corporate limits of Los Angeles.

One of the important features of the San Fernando Valley is its splendid system of paved highways. Van Nuys and all other valley cities are within easy motor distance of Los Angeles proper and cars of the Pacific Electric give adequate train service.

The San Fernando Valley is justly famed for its fruits, cereals and forage. Almost every product for the table is grown in this valley. Stock-raising and poultry are likewise leading industries. All field crops yield very profitable returns.



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Industries Exposition Presents Proof That Los Angeles is Trade Center of Vast Region

BY GEORGE LAW

VISITORS at the Pageant of Progress and Industrial Exposition held in Los Angeles last September carried away impressions somewhat of this order. We have thought that Los Angeles business consisted of tourists, semitropical fruits and real estate; in the seven miles of pageantry stretch, packed solid with exhibits in bewildering variety, we saw no display of fruits, no playground features, although there was in some evidence, there were on the other hand many products of the mines, oil, wells, and factories, especially from the Orient, was in evidence, there were many products of the soil, and every conceivable sort of vacation trade and hunting trips, mountain hikes, desert trips, motor trips, boating and fishing trips, all of which are to be found in the Southland sources of ground water and the great Aqueduct, 258 miles long, conveying inexhaustible supplies from the Owens man. So we are very much interested in they will fit us out for auto tours, hiking

There were model rooms perfectly furnished in harmonies of mahogany, mission oak, reed-craft, redwood, with draperies, rugs, curtains and bric-a-brac in complimentary colors and styles for each type of furniture.

Famous Chef Describes California Dishes

BY CHEF A. D. WYMAN, M. C. A.

Prune Coffee Cake

BEAT well 2 eggs and beat into them gradually 1 cup of sugar. Sift 2 cups of sifted flour with 2 teaspoons of baking powder and beat into the mixture with 6 tablespoons of melted butter and 1 teaspoon of vanilla extract, beat to a smooth batter, pour into a buttered, shallow baking pan, cover top with uncooked pitted prunes and bake in a moderate oven.

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Prune Parfait Santa Clara

PLACE in a saucepan 1 cup of juice drained from cooked prunes, add 1 cup of sugar, and the grated rind and juice of 1 orange; cook until a little dropped in cold water will form a soft ball. Beat the whites of 2 eggs stiff, pour the hot syrup gradually onto the stiffly beaten egg whites and beat until cold; add 1 cup of pitted and chopped prunes and fold in 2 cups of cream, whipped stiff. Turn into a wet mould, cover tightly and pack in two parts fine ice and one part salt for two hours. Unmould on a cold plate and garnish with pitted prunes stuffed with marshmallows and candied cherries.

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Prune Roll with Caramel Sauce

BEAT the yolks of 7 eggs until thick and beat in to them gradually 1 cup of sugar, 2 cups of boiling milk and ¼ teaspoon of salt; pour into a double boiler and stir until thick and smooth; remove from the fire and add 1 teaspoon of vanilla extract and ½ teaspoon of lemon extract. Cool and add 2 cups of thick cream. Pour into a freezer and freeze to a mush. Line a mould with halves of cooked and pitted prunes, cover with the frozen cream and fill the mould with alternate layers of cooked prune halves and the cream. Pack in two parts fine ice and one part salt for two hours; unmould on a cold plate and cut in slices for serving; over each service pour a hot caramel sauce made by buttering the inside of an enamel saucepan and placing in it two squares of unsweetened chocolate, allow the chocolate to melt, stir in 2 cups of light brown sugar and, when this is well mixed, stir in ½ cup of milk and 2 tablespoons of butter. Cook until it will form a soft ball when a little is dropped in cold water.

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Raisine

WASH, drain and remove the stems from 5 pounds of grapes. Put in a preserving kettle, crush a few of the grapes at the bottom, and place the kettle over a slow fire. Stir with a wooden spoon occasionally, and cook until the grapes are soft. Place in a jelly bag and let drip; finish by squeezing. Measure the juice and return to the fire. Peel, core, quarter and cut crosswise 5 pounds of pears and add to the juice. Stir with a wooden spoon until they boil, then boil until the pears are tender. Add ¾ cup of sugar to each cup of juice and boil until a little of the juice will jell when dropped on a cold plate. Let cool and fill dry glasses ¼ full with the raisine. Let set and repeat until glasses are full. Cover and store in cool, dark place.

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Pear Custard Tehachapi

MAKE a syrup of 2 cups of water and 2 cups of sugar, bring to a boil, skim carefully, and drop in it six pears that have been peeled, cored and cut in half; allow to boil until the pears are tender; do not cook too soft. Beat the yolks of 8 eggs until light; beat into them 1 cup of sugar that has been sifted with ½ cup of flour. Bring to a boil 4 cups of milk and stir in slowly into the egg mixture, place in a double boiler and stir until thick and smooth; remove from the fire, stir in 4 tablespoons of unsalted butter and 1½ teaspoons of vanilla. Cover ½ cup of seedless raisins with orange juice and let stand until plump. Pour 1-3 of the custard into a pudding dish, cover the custard with the cooked pears, cover the pears with the raisins, and pour over all the balance of the custard. Sprinkle top with finely chopped, blanched almonds and set in the oven to brown.

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Date and Orange Custard

PLACE in an enameled saucepan the strained juice of 6 oranges, add ½ cup of sugar, bring to a boil, skim carefully, and when the sugar is dissolved remove from the fire and cool. Scald and cool 2 cups of milk. Add to the cold orange syrup the well-beaten yolks of 6 eggs, the milk, in which has been dissolved 1 tablespoon of cornstarch and a few grains of salt. Place the mixture in a double boiler and stir until thick and smooth. In the bottom of custard cups place 2 tablespoons of chopped and stoned dates, fill the cups with the custard and set in a cool place to harden. When cold sprinkle the tops with chopped, toasted almonds and cinnamon.

Chantilly Date Cakes

BEAT to a cream ½ cup of butter and ½ cup of sugar and beat in, one at a time, 4 eggs and beat until light and creamy. Sift 1¼ cups of sifted flour with ½ level teaspoon of baking powder and beat into the mixture with 1 teaspoon of vanilla extract. Fill ¾ full 8 or 9 small, round, buttered moulds with the batter and bake in a moderate oven 20 minutes. When baked, unmould and place on a wire rack to cool. Boil ¾ cup of sugar with ½ cup of water to a thick syrup and add to it ½ pound of stoned and chopped dates and 4 tablespoons of strained orange juice. Cook 5 minutes, remove from the fire and cool. With a sharp knife remove the centers from the cakes and fill with fruit mixture. Whip ½ cup of cream, flavor with vanilla extract, and place in a bag with a star tube; force out the cream and cover the tops of the small cakes with a large star. Sprinkle over the cream finely chopped, toasted almonds.

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Date and Orange Squares

BEAT the yolks of 2 eggs until light, beat into them gradually 1 cup of sugar; beat the whites of 2 eggs stiff and add to the yolks. Sift 2 tablespoons of flour with 2 level teaspoons of baking powder and add to the egg mixture with 1 tablespoon of orange juice, 1 cup of stoned and seeded dates, chopped fine; and 1 cup of chopped walnut meats; mix well and bake in a shallow pan 25 minutes in a slow oven. Cut in squares and serve with orange custard.

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Date Apple Sauce Cake

STIR into 1½ cups of hot apple sauce, ½ cup of creamed butter, 1 cup of sugar, 1 cup of stoned, chopped dates, 2½ cups of flour sifted with 2 level teaspoons of baking soda, 1 teaspoon of cinnamon, ½ teaspoon of mace, ½ teaspoon of ginger, and ½ teaspoon of salt. Mix well and bake in floured and buttered layer-cake tins in a medium oven 25 minutes. Spread a good tart jelly between the layers and dust the top with powdered sugar.

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Date Pudding Gillette

BEAT to a cream 4 tablespoons of butter and ½ cup of sugar until smooth and light, beat into them the yolks of 4 eggs, beat in one at a time and beat thoroughly after adding each yolk; add 1 tablespoon of strong, black coffee. Sift ½ cup of sifted flour with 2 tablespoons of cornstarch and beat into the mixture; add ½ cup of stoned and chopped dates, and fold in the stiffly beaten whites of the 4 eggs. Pour into a well-buttered mould, to fill it ¾ full, and bake in a moderate oven 40 minutes. Turn out on a hot plate and pour over a thick apricot sauce.

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Date Whole Wheat Muffins

SIFT 1 cup of white flour with 1 cup of whole-wheat flour, 4 level teaspoons of baking powder, ½ teaspoon of salt, and ¼ of a teaspoon of ground mace. Place dry ingredients in a bowl and beat into them 1 well-beaten egg, 3 tablespoons of melted butter, 1 cup of milk and ½ cup of stoned and chopped dates. Bake in well-buttered gem pans in a moderate oven.

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Apple and Date Pie

PEEL, core and cut in slices 4 or 5 large, tart apples and place a layer of them in the bottom of a pastry-lined pie tin; over the apples place a layer of stoned and chopped dates; over the dates sprinkle a teaspoon of grated lemon rind; add another layer of apples and dates; over the dates place 2 tablespoons of butter broken in bits and add 4 tablespoons of water. Cover with pastry and bake 45 minutes in a medium oven. This pie is very nice served with a custard sauce.

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Diamond Chicken Salad

RUB a cold bowl with a clove of garlic and mix in it 1½ cups of chopped cooked chicken, ½ cup of chopped walnut meats, toasted; 1 cup of chopped celery, 2 tablespoons of chopped pimiento, 3 tablespoons of French dressing, and a seasoning of salt and paprika. Place mixture on a lettuce-covered plate, cover with mayonnaise and garnish with walnut halves, lemon points and chopped parsley.

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Raisin Sandwich Filling

FINELY chop 1 cup of seeded raisins, 4 hard-boiled eggs, 18 pitted ripe olives and mix to a paste with mayonnaise dressing. Spread on slices of buttered whole-wheat bread.

Bear Fruit Salad

PEEL and cut in dice 2 oranges, 2 tart apples, cut 2 slices of pineapple in cubes and mix in a bowl with 3 tablespoons of lemon French dressing. Add ⅝ cup of broken walnut meats, 12 seeded dates cut in dice, 2 tablespoons of chopped, sweet green pepper, 2 tablespoons of chopped pimiento and ½ cup of blanched and chopped almonds. Line salad plates with lettuce leaves, dress the salad mixture on them, cover with a cream salad dressing and garnish with walnut halves, ripe olives, finely chopped blanched almonds and parsley.

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Salad Arcadia

MIX 1 cup of grapefruit dice with 1½ cups of diced, tender celery, 1 cup of diced pineapple, 1 cup of avocado dice, 1 cup of seedless raisins that have soaked in ½ cup of cider for 3 hours; 1 cup of orange dice, and 4 tablespoons of lemon French dressing. Line salad plates with washed grapevine leaves; on these make a nest of finely shredded lettuce, on the lettuce place the salad mixture, cover with mayonnaise, garnish with strips of red and green peppers and ripe olives. This will serve twelve.

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Walnut Loaf

MASH 2 cups of cooked, dried beans and add to them 2 cups of toasted bread crumbs, 1 cup of chopped walnut meats, 1 chopped bell pepper, 2 tablespoons of choped pimiento, 1 tablespoon of finely chopped parsley, 2 well-beaten eggs and a seasoning of salt, pepper and nutmeg. Mix well, place in a buttered bread pan and bake in a moderate oven 30 minutes. Unmould on a hot plate, pour around a tomato sauce and garnish with parsley branches and lemon slices.

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Avocado Salad Hawaiian

ARRANGE small cups of tender lettuce leaves on the salad plates and fill with equal parts of avocado cut in dice and pineapple cut in dice. Cover with a lemon French dressing and garnish each portion with a quarter of a slice of unpeeled orange.

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Avocado Salad Mabelle

PEEL and cut in half, lengthwise, good sound cucumbers, scoop out the centers and fill with equal parts of avocado, tart apple, celery and pimientos, all cut in thin, match-shape pieces. Cover the top with thin slices of orange and pour over all a lemon French dressing to which has been added some chopped watercress.

Walnut Oatmeal Cookies

BEAT to a cream ¼ cup of lard and ¼ cup of butter; beat into them gradually 1 cup of sugar; beat into this mixture 1 well-beaten egg, 5 tablespoons of milk, 1¾ cups of rolled oats, 1 cup of chopped walnut meats, and 1½ cups of flour sifted with ½ teaspoon of salt, ½ teaspoon of soda, ½ teaspoon of cloves, ½ teaspoon of allspice and ¾ teaspoon of cinnamon. Drop from a spoon onto a buttered baking sheet, place a walnut meat half in the center of each and bake in a moderate oven. Place the cookies at least one inch apart on the baking sheet.

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Walnut Crumb Cake

SIFT into a mixing bowl 2 cups of flour and 1 cup of sugar; rub into them, as for biscuits, ½ cup of butter and when it is like coarse meal remove ⅝ cup. Add to the mixture in the bowl 1 square of chocolate grated fine, 1 cup of finely chopped walnut meats, ½ teaspoon each of cinnamon, cloves and soda, ¼ teaspoon of salt; mix well and beat in 1 well-beaten egg and ½ cup of sour milk. Butter a loaf-cake pan and sprinkle the bottom and sides with part of the dry mixture; pour in the cake mixture; sprinkle over the top the balance of the dry mixture and bake in a medium over 40 minutes.

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Fig Filling for Cakes

MIX 2 cups of fresh fig jam with ½ cup of chopped walnut meats, 4 tablespoons of creamed butter and 4 tablespoons of orange juice.

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Avocado Salad

SPLIT the avocados in halves, remove the seed and fill with a French dressing made with lemon juice. Serve a half to each portion. Must be ice cold.

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Avocado Salad Montrose

MIX in a bowl, rubbed with a clove of garlic, 1 cup of avocado dice, 1 cup of orange dice, 2 tablespoons of chopped pimiento, 2 tablespoons of chopped green pepper and 2 cups of shredded lettuce. Add French dressing to moisten and serve on leaves of lettuce. On top of each portion place a half of a walnut meat.

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Avocado Cocktail

FILL tall glasses ⅜ full of avocado meat cut in dice, and pour over it a sauce made by mixing ½ cup of tomato ketchup with ½ teaspoon of Worcestershire sauce, ½ teaspoon of lemon juice, 1 tablespoon of orange juice, ½ cup of cream and a seasoning of salt, paprika and tabasco sauce.

VENTURING INTO THE DEVIL'S GARDEN

A Curious Group of Cacti in Remarkable Desert Area a Hundred Miles East of Los Angeles

OUT in the desert toward Morango Pass, a hundred miles or so east of Los Angeles, where tall yuccas lift bristling crests and the landscape pales to prevailing tones of gray and saffron, there is a concentrated patch of barbed and needle-like vegetation known as the Devil's Garden. Here a nondescript villainous throng of the most callous ruffians in the plant kingdom are banded together, a curse to the innocent wanderer, whether man or animal, that strays among them.

The bramble bushes, the bayonet types and the cacti that consort here in vivid illustration of diabolical horticultural fancy, are common denizens of the stony barrancas, the cinnamon and chocolate hills, the verdigris badlands and the lava fields of the wide, desolate desert. Probably all of them are well known to the prospector or desert traveler. But the rare and formidable feature of the Devil's Garden resides in the occurrence of so many of these undesirables together and in such grisly density. Where there is plenty of room to give the mesquite brier or the cactus clump a wide berth, the evil propensities of these curious natives elicit no particular attention. But where twenty different varieties, each well represented, crowd together over a dozen acres of rocky slope, one can only stop and marvel at the quantity and intensity of herbal wickedness.

The slim, daintily leaved branch of a harmless-looking bush plucks at your sleeve. This is the guardian of the garden, half a friend to man; for the cat-claw wild acacia begs you to wait a minute, nay, insists upon your doing so. It seems to say, "Stop and consider before you enter this garden." But you disengage yourself and pick a careful way through the bristling stump-like barrel cacti and the branching deerhorn. Suddenly a sharp sting telegraphs up from a foot. A globe of yellowish needles is decorating your shoe. This is a gift from the cholla, the most crafty and villainous cactus in the band. The cholla, a bushy-growing cactus, whose needles are thicker than the fur in a lady's boa, drops off globular joints upon the ground as a means to increasing the cholla family and, haply, of securing distribution by the aid of some animal's nose or leg. Its needles pierce the toughest leather; they cling and rankle in the flesh by means of reverse barbs too fine to see.

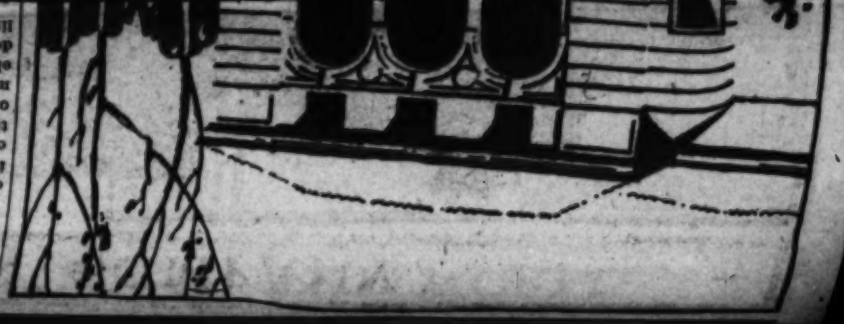
A curious group of oblong cacti, caricatures of cucumbers possessing spines, huddles against a rock. These are the United Brethren, for united they stand and united they fall. Then there are the common, flat-leaved cacti of the prickly-pear class, among which the tuna wins human praise for its soft tints of sea green and sunset rose. The strawberry, or fish-hook, cactus attracts both because of its long, bent spines and the strawberry-like pods that nestle in its gray, hairy covering.

In the spring of the year, the Devil's Garden blooms. Then the winning beauty and perfect form of its flowers—rich wine of burgundy hue, dazzling cerise, and many tones of yellow and blue—a crown of gold on the bisnaga, huge velvet tulips on the tuna—quite charm away both the aspect of malignity and the stings of pain.

The Apricot Territory

While apricots grow in all the Pacific Coast States, as well as in Kansas and New Mexico, it is only in California that this fruit is commercially grown.

Los Angeles has 2011 daily suburban trains reaching to Southern California beaches and inland cities.



F. W. Mattern, Inventor of the Oil Road

THE late Frederick W. Mattern, who resided in Los Angeles nearly a third of a century before he passed away, coming here from Chicago, belonged in the category of the "useful citizen," the type that conceives and constructs along the line of public need. Though of genial temperament and invariably cheery demeanor, the element of serious purpose, the purpose to do something worth while, dominated his life.

In the beginning Mr. Mattern faced a storm of incredulity, and even hostility. His discovery of the road-making properties of crude oil was ridiculed, and when he sought to enlist popular interest and private capital in the promotion of his invention, he was looked upon as a good man afflicted with an unfortunate delusion. To the then visionary idea, he gave the best years of his life, and finally, after many disappointments, he succeeded in securing the support of practical men who saw in his invention the solution of a problem that was vexing the whole motoring world. His application was granted in the form of Letters Patent No. 502,923, the novelty, utility and originality of his invention being admitted in their issuance.

UNION ROCK COMPANY



Plant No 2, Rivas California - Capacity 50 Carloads Daily

Plant No 4, Kincaid, California - Capacity 50 Carloads Daily

IT MAY appear a very simple and easy thing to procure an abundance of rock, sand and gravel for construction purposes, for these materials abound everywhere in Southern California, but construction requirements are exacting and to get a needed quantity of rock, sand and gravel that will conform to specifications and have them delivered within a prescribed time is a service which every contractor doing any considerable volume of work appreciates. It is such service as this that the Union Rock Company of Los Angeles is in a position to give, and does give, because of its source of supply and facilities.

The Union Rock Company controls four sand and gravel plants on the San Gabriel River, about twenty miles east of Los Angeles, and a trap-rock quarry and dry-crushing plant in Brush Canyon, three miles east of Hollywood. The combined capacity of these plants is 10,000 tons per day of classified material, producing practically any grade of aggregate required for cement concrete, plastering, asphalt concrete and materials for ballast.

Each of the four sand and gravel plants in the San Gabriel River has a capacity of 2500 tons per day. They are scattered along the river on 2000 acres owned and leased by the company. Five steam shovels are required for the operation of the four plants. These shovels are of various types. Material is excavated to a maximum depth of thirty feet, loaded into cars and hauled up inclined tracks to the crushers. Equipment for crushing the gravel includes Gates, McCully and Symons crushers, at least nineteen Symons discs being used in the five plants. All plants are supplied with the best labor and time-saving devices and equipment. Crushers, screens, conveyors and other machinery are driven by electric motors. Three pumping plants supply the large quantities of water which are used at each plant for wash materials.

As all these plants are located along the lines of the Southern Pacific, Santa Fe and Pacific Electric railroads, graded sand and gravel are loaded from bunkers directly into standard-gauge cars. Provision has been made for outdoor storage of materials at the plants to take care of overflow from the bunkers. Weighing scales for railroad cars have also been put in at each plant. Some changes in the system of screening that will produce aggregates of uniform sizes suitable for the requirements of all kinds of construction are contemplated. Engineers and contractors will be consulted for the purpose of establishing such uniformity.

From the four sand and gravel plants the screened and washed products are hauled by rail to distributing bunkers in various sections of Los Angeles, whence they are carried by trucks to construction jobs. An elaborate system of city storage bins in various sections has been provided by the company for short-haul motor truck delivery on quick notice. Altogether about 10,000 tons bunker space has been provided in Los Angeles.

One of the distributing bunkers in Sixteenth street has a storage capacity of 2000 tons. Material is dumped from railroad cars into a track hopper on a level about sixteen feet below the ground. A bucket elevator delivers it to a conveyor at the top of the bunkers. Aggregates of different grades are distributed by the conveyor to the several compartments.

Three new storage and distributing bunkers have been erected in other parts of Los Angeles. At any one of these stations eight or ten trucks may be loaded at one time. Use of gate-controlled chutes very greatly facilitate loading.

The Brush Canyon property comprises a trap-rock quarry and a crushing and screening plant. About 1000 tons per day of crushed rock is the capacity, this being in three grades—three-inch to rock dust. At the quarry rock is blasted and loaded by steam shovels into dump cars to be delivered at the crusher. This material is free of dirt and needs no washing. A maximum size of three-inch is the result of screening, the finer grades consisting of 1½ inch, ¾, ½ and ¼-inch and rock fines. Motor trucks deliver products to consumers.

Besides meeting the heavier demands for all kinds of construction in Los Angeles, the Union Rock Company ships by rail as far north as Santa Barbara and Mojave, to the south as far as San Diego, and the southeast in the Imperial Valley.

Officers and directors of the company are:

George A. Rogers, president; Harry Lee Martin, vice-president of the Mortgage Guarantee Company, vice-president; Robert E. Rogers, secretary; Thomas C. Rogers, treasurer; John H. Coverley, vice-president Title & Trust Company, director; Stuart O'Melveny, of O'Melveny, Millikin & Tuller, attorneys, director; Hartley Shaw, attorney, director; Austin O. Martin, vice-president First National Bank, director; Harry Chandler, The Los Angeles Times, director.

Prominent stockholders in the Union Rock Company include Fred L. Baker, of the Baker Iron Works and Los Angeles Shipbuilding Company; Erle M. Leaf, of the Los Angeles Shipbuilding Company; R. B. Hardacre, vice-president of the Security Trust & Savings Bank, and R. F. Gross, vice-president of the Mortgage Guarantee Company.

Lawrence L. Rogers is General Manager of the company and Walter Moore, Jr., is Sales Manager.





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EXCLUSIVE AGENTS

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BY CHEF A. D. WYMAN, M. C. A.

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PEEL and cut in slice 2 oranges, 2 tart apples, cut 2 slices of pineapple in cubes and mix in a bowl with 2 tablespoons of lemon French dressing. Add ¾ cup of toa-

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BEAT to a cream ½ cup of lard and ½ cup of butter; beat into them gradually 1 cup of sugar; beat into the mixture 1 well-beaten egg, 5 tablespoons of milk, 1¾ cups of rolled oats, 1 cup of chopped pecan meats, and 1¾ cups of flour sifted with ½

Story of Service Told in Progress

Industries Exposition Presents Proof That Los Angeles is Trade Center of Vast Region

BY GEORGE LAW

VISITORS at the Pageant of Progress and Industrial Exposition held in Los Angeles last September carried away impressions somewhat of this order. We have thought that Los Angeles business consisted of touristism, semitropical fruits and real estate; in the seven miles of pageantry streets, packed solid with exhibits in bewildering variety, we saw no displays of fruits, no playground features, almost no advertisements of tracts. Actually we looked into more than 800 booths containing 1001 articles of utility and trade, the condensed representation of the business and industrial life of the southwestern city. Although we saw petroleum, iron and steel, general mining, tire-making, ship-building, canning and other industries depicted on a large scale; still, not the magnitude of specific kinds of industrial development amazed us, but the multifariousness and the serviceable completeness of the list. The great outstanding fact, the summary impression of the exposition, was, Industry Directed to the Complete Service of Man.

This side of Los Angeles' progress has consisted in the developing and establishing of trades and functions capable of meeting the needs and pleasures, and of serving the occupations and livelihoods of its own population, making additional allowance for the extensive rural interests, both agricultural and mining. The 1922 Pageant showed convincingly that Los Angeles business is abreast of the many-sided interests of the high modern, but not too intensely commercial, version of life in Southern California. Right within its own factories, yards, plants, shops and studios are made and assembled all the appurtenances of life from the pursuit of livelihoods to the equipping of homes and the adornment of living.

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Trade Center Here

THE bright miles of pageantry compactly laid out in streets like a great modern trading mart, told the hundreds of thousands of visitors three, or possibly four, main things. It assured traders from all parts of the West and Southwest, from South America and near and distant lands of the Pacific, that they could henceforth look to Los Angeles as to a trade center of a vast region, for all such supplies, articles and equipment as they might need for the better maintenance of life and the development of their countries' resources. A warm assurance it conveyed to native sons and daughters and to prospective settlers of boundless occupational opportunities. To the directors of industry, little and great, to farmers, miners, builders, engineers, manufacturers, it displayed the tools, the machinery, the various equipment, as well as the sources of operative power, needed in the furtherance of their many different enenterprises. And finally, to all in the concern of establishing homes and living well and contentedly, it provided lavish displays of the endless variety of useful things, from the least to the greatest, ascending from necessity to luxury and the amplification of life in amusement, recreation and the pursuit of the highest culture.

The exposition was held partly to display the striking evidences of business and industrial development, and partly to show the people of the Southwest and near-by countries of the Pacific that they no longer need to import articles long distances from eastern American and European cities, but that everything within the compass of necessity or of pleasure might be procured right here in the metropolis of Southern California.

No one could walk those bright trade thoroughfares without feeling that any and everything he might want, or imagine he wanted, could there be found. Nor could a person take stock of the divers products of these hundreds of firms, large and small; nor talk with their representatives and proprietors—some of huge establishments which had elected to invest great sums in launching new enterprises in Los Angeles because of cheap rates of water and of power, or because of favoring conditions of climate; others who from small beginnings had built up flourishing businesses—one could not talk with these successful trade folk without acquiring a surprisingly large notion, and a most respectful attitude, in regard to the dawning industrial career of Los Angeles.

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Natural Advantages

BUT let us look at the matter purely from the point of view of the Californian. Certain things he enjoys to begin with—a great blessing of sunshine, a lovable outdoors of homeland valleys, mountains, sea, desert, in delighting juxtaposition. His necessity to work we will not dwell upon, assuming either that he possesses independent means, is a rancher, or is engaged in one of hundreds of businesses represented in the exposition. Our attention is attracted first to the exhibits of the large-scale utilities, serving the California population—particularly of the city of Los Angeles—as a whole.

Water is the prime concern of California man. So we are very much interested in the Southland sources of ground water and the great Aqueduct, 258 miles long, conveying inexhaustible supplies from the Owens Lake to Los Angeles. We see miniatures of dams, aqueducts, pumping and power plants; systems of distribution, water works and irrigation; all the various materials involved in the making of wells, the storage of water and the using of it to the greatest advantage.

Hydroelectric power is scarcely secondary in interest. We learn how the water is made to generate electricity on its way to serve the needs of homes, orchards and factories. Closely correlated are the utilities of lighting, heating and transportation. While three kinds of gas and the tremendous petroleum industry provide adequately for present requirements, it is pleasing to learn that the present and prospective supplies of hydroelectric power are more than ample to take care of the industrial growth of both city and country, as well as to replace gas and fuel oil, as these natural resources begin to show depletion. These utilities invite us to investigate a mass of devices, machines, fixtures and materials essential to the transformation from raw resource to service—articles put out by the plants and factories of Los Angeles. While some things are still imported from eastern industrial cities, their use here is dependent upon parts and connections locally manufactured.

Transportation carries us into the triangular investigation of railroads, navigation and motor travel; the first involving three transcontinental lines and many local auxiliaries; the second introducing the Los Angeles Harbor, and the third going far and wide into the delightful subject of California highways.

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Railroad Terminal

GREAT significance attaches to the fact that all the railroads entering Los Angeles terminate there: the trains, both freight and passenger, finish their journey in Los Angeles and unload. Inversely, they radiate from the southwest city to all parts of the United States, Canada and Mexico. That Los Angeles possesses a harbor is surprising the whole world. And it is such a harbor, artificially created, as with its shipyards, drydocks and rapidly augmenting commerce, to bid smilingly for a place among the most famous ports of the future. Passing on to the automobile exhibits we find flourishing branches of eastern concerns; native plants where parts, electrical equipment, bodies, tops, tires and attachments are made; and one factory turning out a completely built California car.

The forty acres of fair grounds were inadequate to include an exhibition of the agricultural industries along with the mechanical. Moreover, every county celebrates its own fair, while two great Southland orange shows are held annually. Therefore the food exhibits were limited to factory and packing-house articles: cured, canned and preserved meats, fish, fruit and vegetables; composite products, such as relishes, sauces, oils, breads, pastries, crackers and candies. Special emphasis was laid upon the devices and means for treating the various sorts of products. One learned with amazement that twenty-eight different foods and beverages for human consumption were made from alfalfa. Indeed, in the matter of providing nutriment, one could not help but be convinced that nowhere in the world could Nature be more provident, or man more ingenious, than in Southern California.

Nor does this hospitable land stop with the well-rounded and lavish feeding of us: it doctors us, anoints us, makes us chemically dark, fair, wrinkleless, freckleless, or as we will, by means of scores of preparations from the oils, juices and acids of its fruits, vegetables and wild herbs. Growing apace with the moving-picture industry are a number of laboratories of cosmetics, one of which uniquely compounds face creams and toilet waters out of citrus oils and acids.

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California Apparel

CALIFORNIA apparel may interest us next, and we soon have the satisfaction of finding out that the local shops can clothe us from the skin out in Los Angeles-made garments, cotton, silk, linen, dress goods, fabricated in the latest fashions. Industries in textiles and garment-making have, in fact, grown to a dimension and established a reputation that have resulted in exports and the celebrating of the Los Angeles trade-mark in many parts of the world. The shops will not only clothe us properly for the office, the home, the street, the ranch, the social function; they will unclothe us suitably for the beach or stage; they will fit us out for auto tours, fishing and hunting trips, mountain hikes, desert treks and every conceivable sort of vacation adventure in the wide and varied California outdoors.

In the interest of housing the exposition presented an amazing assortment of building materials, ranging the gamut of constructive ingenuity. A Californian may have an adobe house after the primitive but exceedingly comfortable style of the Spanish pioneers. In addition to the usual frame, brick or stone, there are many novel styles of bungalows made of curious artificial materials; designed blocks of concrete, tile in many forms, imitation brick, stone or wood; even portable dwellings ready to be put together over night on the selected sites. Novel kinds of patent roofing are much in vogue. A home of distinctive individuality, moulded to suit the slightest or most absorbing whim; architectural dreams, simple or extravagant; each and all may be realized in Southern California, where the building trades flourish as nowhere else in the world, and where every sort of suggestive furbelow anticipates the taste of the home-seeker.

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The Building Trades

THE building trades have fostered the creation of a hundred different plants and factories for the fashioning of special materials, finishings, fixtures, fittings; specially modeled kitchens, pantries, bathrooms are turned out entire; they make heating devices, disappearing beds, stationary furniture, systems of lighting and ventilation, solar heaters, air coolers—a surprising and astonishing assortment of newfangled conveniences and luxuries, all with a distinctive Californian quirk. In fact nothing in the bungalow, mansion, apartment-house or hotel line is so excellently modern but what it has been improved upon in Los Angeles.

After the displays of the building trades came those of the makers of furniture, affording the establisher of a home a beautiful stock of Los Angeles-made articles to select from. Almost every design of bed, chair, table, divan, and so on, was represented, besides many novelty articles created by expert designers as suggestions for the home. All of the processes of mattress-making, upholstering, carving of hardwoods and the tinting and finishing of beautifully wrought dining and bedroom sets, were displayed for the inspection of the visitors. There were model rooms perfectly furnished in harmonies of mahogany, mission, oak, reed-craft, redwood, with draperies, rugs, curtains and bric-a-brac in complimentary colors and styles for each type of furniture.

While imported ware, especially from the Orient, was in some evidence, there were on the other hand many products of the ceramic art from Los Angeles factories. Chinaware, manufactured from locally mined materials; electrical porcelain, sanitary ware and lavatory equipment; bottles, table glassware and window glass—these added several chapters to the story of clay products, beginning in pottery and terra cotta.

Finally, in the matter of art goods, musical instruments, ornaments, novelties and toys, the displays proved that the factories of Los Angeles are also provident of the lighter and the cultural spheres of life, in judicious catering to the taste of its present and prospective residents, both mature and juvenile.

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Every Need Supplied

IT WOULD now seem that our progress through the pageantry streets has resulted in finding the means of satisfying every need and desire, compounded of business, home, travel and pleasure-seeking, in complete outfitting of the Californian to his environment, without so much as missing a single article amid the products and goods of his home metropolis. More might be added about the satisfying of intellectual and artistic tastes, matters indispensably bound-up with the amplitude of the industrial life of a city. Much might be written about the moving-picture industry and the numberless crafts and trades to which it has given life. But a flourishing industrial foreground embracing commercial interests of such number and varied stature, throws into high relief the soft lights and half-tones of a background rich in esthetic significance.

The industries of Los Angeles, as revealed in the city's pageant of progress, are in healthy process of expansion and participation in world-wide commerce. But the purport of this budding forth of a pleasure city to industrial competence is far from being the pursuit of business for its own sake; rather, it is an enlarging of the trade interests to serve adequately the many-sided issues of a most felicitous version of life. Multiform industry is developed to minister to all the needs and pleasures, and incidentally to promote the prosperity, of an augmenting population, fortunate in possessing so exceptionally endowed a center as the beautiful city of the angels—Los Angeles.

HUNDRED-MILLION-DOLLAR COW INDUSTRY

Dairying Developed on an Extensive Scale Throughout California

BY GILLETTE E. GORDON

THE dairy industry in California has been brought to a high degree of efficiency. Much of the improvement has been accomplished by the selection of better sires and the development of cow-testing associations. Such testing has been in operation for about fourteen years in Humboldt county and has since been introduced into many other counties.

The Cow-Testing Association, operated under the supervision of the dairymen's department of the Los Angeles County Farm Bureau, in co-operation with the Agricultural Extension Service, is outstanding in its number of cows and their average production. Fifty-five hundred cows are regularly tested by this association—the largest in the West, if not in the entire United States. The average production of animals in the association is also a feature of the work. During the year ended June 30, 1922, this average was 8857 pounds of milk and 348.9 pounds of butterfat.

There has been a marked increase in the number of pure-bred cattle in California and in this association. During the same year the records of production on pure breds were kept separate from those on the grades and these figures show that the average of all pure breds was 11,234 pounds of milk and 397.8 pounds of butterfat, as against the average production of all grades in the association of 8546 pounds of milk and 342.5 pounds of fat.

The increase in production of the pure breds over that of the grades serves as an example to dairymen of the effectiveness of better stock. These cow-testing association records also show that one dairyman in three years has increased the average production of his entire herd from 320.5 pounds of butterfat to 453.2 pounds.

Climatic conditions in California generally are ideal for the dairy industry. The animals can be kept outdoors the year round, which eliminates the overhead expense for barns and equipment.

These dairy cows are not called upon to use up a large part of their energy in keeping themselves warm, but are able to be more efficient machines in the production of milk. This is a pronounced advantage which California dairymen have over eastern dairymen.

Several world's records of milk production have been made recently in this State, and the number of records in all breeds of dairy cattle made here is rapidly increasing. This point is further emphasized by the fact that several of the well-known and well-established eastern dairy concerns are moving to California.

The industry is well distributed over the State, although in certain parts it has been developed to a greater degree. The San Joaquin and Sacramento valleys are established dairy sections, as is the Imperial Valley. In Los Angeles county and the territory immediately adjacent has been developed a large dairy industry, different in that practically all the milk is consumed as whole milk. In the other places much of the milk goes into butter, cheese and other products.

Los Angeles county is the largest consumer of market milk, having used 19,891,005 gallons during the year ended June 30. San Francisco is next with slightly over 12,000,000 gallons for the same period. The total consumption of market milk in the State for the year stated was 72,551,911 gallons.

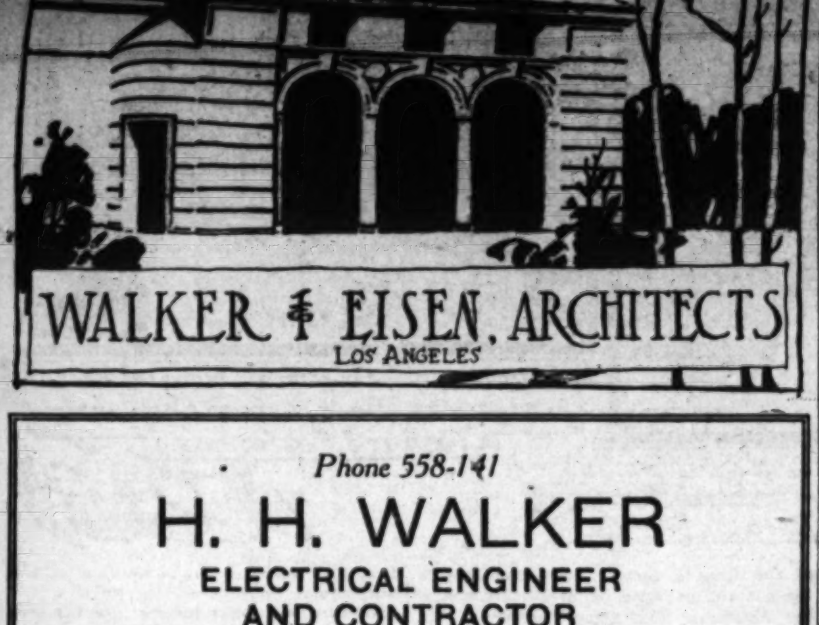
During this same year 105,446,108 pounds of butterfat was produced in California. The total value of California market milk during the year was $40,398,478; of butter, $31,084,274. Other milk products brought the total dairy output in California to $97,125,398.

Grape Crop Immense

The greatest crop in the State this season, in the matter of tonnage and probable receipts, is the grape yield. Wine grapes will total 400,000 tons, raisin grapes, 220,000 tons and table grapes, 175,000 tons, a grand total of 795,000 tons.

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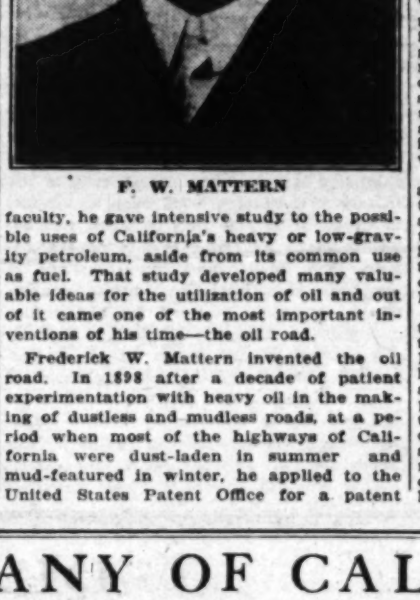
"Twelfth at Burlington"

LOS ANGELES, CALIFORNIA

F. W. Mattern, Inventor of the Oil Road

THE late Frederick W. Mattern, who resided in Los Angeles nearly a third of a century before he passed away, coming here from Chicago, belonged in the category of the "useful citizen," the type that conceives and constructs along the line of public need. Though of genial temperament and invariably cheery demeanor, the element of serious purpose, the purpose to do something worth while, dominated his life.

Mr. Mattern was identified prominently with the State's oil industry. Of scientific



F. W. MATTERN

faculty, he gave intensive study to the possible uses of California's heavy or low-gravity petroleum, aside from its common use as fuel. That study developed many valuable ideas for the utilization of oil and out of it came one of the most important inventions of his time—the oil road.

Frederick W. Mattern invented the oil road. In 1898 after a decade of patient experimentation with heavy oil in the making of dustless and mudless roads, at a period when most of the highways of California were dust-laden in summer and mud-featured in winter, he applied to the United States Patent Office for a patent on his invention. His application was granted in the form of Letters Patent No. 602,023, the novelty, utility and originality of his invention being admitted in their issuance.

In the beginning Mr. Mattern faced a storm of incredulity, and even hostility. His discovery of the road-making properties of crude oil was ridiculed, and when he sought to enlist popular interest and private capital in the promotion of his invention, he was looked upon as a good man afflicted with an unfortunate delusion. To the then wiseacres, the idea was just too ludicrous for consideration—to some of them, it was actually vicious. But the inventor knew and the skeptics did not. Courageously, persistently, Mr. Mattern pushed his invention and saw it win recognition indisputably expressed in its adoption. The oil road was recognized as far superior to existing roads and much more economical to maintain. Within a few years thousands of miles of oil roads were to be found in the United States, and, in addition, other thousands of miles of oil railway roadbeds, twenty-seven of the principal railroad systems of the country adopting the invention. The "ludicrous idea" was vindicated!

The oil road constituted the first big step in the Good Roads movement in California, the movement from which has come our superb system of highways. Thus it can be justly said that Frederick W. Mattern was one of the fathers of a public development of far-reaching social and economic importance. Of this quiet, unostentatious gentleman, Maurice O. Eldridge, when director of the Bureau of Public Road Inquiries, Department of Agriculture, well said, in discussing oil roads, "I am free to admit that the inventor of the system is as great a benefactor to the world as the inventor of the Macadam system of highways."

The invention of the oil road opened up a large field for low-gravity California petroleum at a time when that product was a drug on the market. "Road oil" production became an important part of the State's oil industry, demonstrating the Mattern invention to be a highly consequential, economic factor and the savior of many low-gravity oil-producing enterprises.

On the maternal side Frederick W. Mattern was a descendant of the same family that gave ex-Premier Clemenceau of France to the world, and, in all respects, he proved worthy of his ancestry. He was a man of absolute integrity, of generous impulses and performance, and of broadly tolerant spirit—though firm in convictions once formed, he recognized that each of us sees with the light he has, that though one may be erroneous in fact he can be righteous in motive. Acting always in good faith himself, he yielded good faith to others.

SUPERIOR OIL COMPANY OF CALIFORNIA

STARTING operations in May of 1922, the story of Superior Oil Company of California is another romance of the oil-producing companies of California. Notwithstanding the fact that operations were begun so recently, the company has already brought in three "gusher" wells, two of which paid for themselves in less than seventy-five days from production.

Faith in the oil industry and boldness in venture have gone hand in hand with the operations of this company, and they were, at the time this article was written, operating five strings of tools in additional wells, which are to be followed by still others.

It is as yet a closed corporation, with no stock offered for sale, being incorporated for $2,000,000.00, of which $500,000.00 is preferred and $1,500,000.00 common stock, all issued and fully paid, the issue having been authorized by the State Corporation Commissioner. The Superior Oil Company, by its far-sighted policy, efficient management and ample capital, has already built an organization and established an industry that takes rank as one of the most substantial of its kind in the Golden State. Aside from the officers and directors of the company, many of the stockholders include some of the most prominent business and financial men in Los Angeles and San Francisco, the invested capital having been provided by themselves, without any solicitation or appeal for public subscriptions.

The personnel of officers and directors of the company include: W. M. Keck, President; Henry A. Whitley, Vice-President; Walter O. Abbott, Secretary; Hugh F. Stewart, Treasurer; and J. P. Chandler, Attorney. The Farmers' & Merchants' National Bank of Los Angeles is depositary of the company.

The general offices of the company are located at rooms 508-14, A. G. Bartlett Building, Los Angeles, California.

Leases are held by this company in the proven sections of the Signal Hill and Santa Fe Springs areas, which at the present time are the richest and most prolific oil fields in California, if not in the world. Additional leases are held by the company in the new Torrance-Redondo area and in other sections.

In the Santa Fe Springs area the company's Wardman No. 1 came in September 9th, doing better than 1000 barrels per day—21-gravity oil. This well has settled down to a production ranging between 800 and 900 barrels per day. The Wardman No. 2 is nearly completed at this writing, and by the time this periodical reaches its readers the well will undoubtedly be on production as good as, or better than, No. 1.

In the Signal Hill area the company's Swafield well produced enough oil in the first seventy days to pay its entire drilling cost.

Also in the Signal Hill area the company's Sandburg Miller came in on October 9th, producing about 800 barrels per day, and has maintained its original high rate of production with only normal decline to date.

At Signal Hill the company has laid a four-inch gas line connecting all its properties, thereby effecting very large savings in fuel costs, and also providing for the handling of the gas to the proposed casing-head gasoline plant soon to be established.

In the new Torrance-Redondo field the Superior Oil Company has two leases within the proven belt—one of ten acres and one of eighteen acres. They also hold an additional lease of 300 acres right in line with the trend of development and close in. Drilling has not yet been started by the company on these leases, as they are being held as a reserve for later operations.

The Superior Oil Company, through its officers, is aggressively seeking and boldly dealing for additional leases, not only in these proven fields, but also in advance of development in these and other fields.

Naturally and inevitably, as is essential for success in an enterprise of this character, the operations of the company have been guided by men of wide experience in oil development, and also in finance. Both Mr. W. M. Keck and Mr. Henry A. Whitley, respectively President and Vice-President of the Superior Oil Company of California, have been identified with California's oil development ever since oil became a factor in the world's resources. Not only here in California, but in other States of the United States, and in foreign countries as well, these two men have worked, dealt in, operated and acquired oil leases and oil interests; and now, with their past experiences to guide them, and with the profits of former ventures to assist them, they are bending their efforts and concentrating their energies toward making a success of the Superior Oil Company.

So rapid has been the progress of the company since its inception just a few short months ago that, in order to provide the funds to carry out the plans outlined as necessary to keep the company on a firm financial basis, a meeting of the stockholders has already been called to increase the capital of the Superior Oil Company from $2,000,000.00 to $5,000,000.00.

Mr. W. M. Keck, President, is one of the most widely-known experts in oil-well drilling in this country. He is a practical driller in every phase of the art, and his entire life has been spent in drilling for and developing oil. His activities in this line have taken him to other States in the United States, and to foreign parts as well. Before entering the contracting business he was field superintendent, in sole charge of operations in such companies as the California Oilfields Limited (now the Shell Company), and the Southern Pacific Oil Interests (now Pacific Oil Company). Later, as a contractor on his own account, he built up and operated what is probably the most extensive oil-well contracting concern in existence.

Mr. Henry A. Whitley, Vice-President of the Superior Oil Company of California, whose home is in San Francisco, has been identified with the oil industry in this State for more than twenty years, and has at different times operated in and acquired interests in Wyoming, Oklahoma, Kansas and Texas, as well as in foreign countries. For many years Mr. Whitley was engaged in railroad contracting and was one of the best-known railroad contractors in California and on the Pacific Coast. Among other things, he was for a number of years associated with, and a partner of, Judge John Twohy, of Twohy Brothers Company, one of the largest and best-known contracting firms in the United States.

Mr. Walter O. Abbott, Secretary of the company and its office manager, has been identified with other prominent oil companies, and he resigned his position as Deputy County Treasurer of Los Angeles County to associate himself with Mr. Keck and the Superior Oil Company.

Mr. J. P. Chandler, who acts as attorney for the company, is perhaps one of the very best-informed lawyers in the Pacific Southwest upon corporation affairs, and is especially well informed on oil development. His former position as the President of the California Bar Association, and his present position as President of the Executive Committee of that body, are but small tributes on the part of his fellow-practitioners to his genial personality and wonderful ability.

Mr. Hugh F. Stewart, Treasurer of the Superior Oil Company, is Vice-President of the Farmers' & Merchants' National Bank of Los Angeles. Young, aggressive and thoroughly informed in finance, he is one of the prominent financial lights of Pacific Coast banking.

Some of the officers and stockholders of Superior Oil Company have actually blazed the trails through many of the oil fields in different sections of this and other countries, wild-catting at times, and at other times developing in proven fields. Always active and alert for opportunity, their judgment and enterprise have as a whole been fairly well rewarded for their efforts. Their capital has always been ready for further development opportunities, and the drilling operations of W. M. Keck have been known in every prominent oil field in California. Both Mr. Keck and Mr. Whitley have kept perfect pace in their independent operations with California's widening oil fields. They both believe that still more oil fields will be developed in Southern California, and both intend to devote their energy and ability to securing for the Superior Oil Company of California oil-bearing territory that will enable it to become a strong factor in the oil business and a steady dividend-disburser to its stockholders.

FRED W. SIEGEL—Hotel and Apartment-House Builder, Owner and Operator

Liquid Gold Gushing Forth in California

State Has the Lead in Petroleum Industry with Tremendous Field for Development in the Future

BY ALLEN G. NICHOLS
California Pioneer Consulting Geologist

ONE of the younger great industries of the world, the producing, refining and transporting of petroleum, has within the memory of many men of today assumed such overshadowing importance that it is exceeded only by the automobile industry, almost entirely dependent on oil, and the motion-picture industry, which is also to a big extent dependent upon gasoline.

Starting with one small well in 1859, the product of which no man at that time knew how to refine, the industry's output now is more than 500,000,000 barrels annually, and it increases the wealth of the nation more than $1,000,000,000 a year.

In Southern California early developments started soon after the bringing in of the Drake well in Pennsylvania in 1859. In 1862 several wells were drilled in Los Angeles and Ventura counties, and within a short time others were sunk in Colusa and Humboldt.

None of these early wells was a commercial success, largely because refining was not then understood and the California product was different from that of Pennsylvania. In 1865 a well was sunk in the brea beds, in what is now known as the McKittrick field. Lack of transportation caused abandonment of this field at that time. In the early 70's Moody Gulch, near San Jose, was discovered, and for a few years produced a fair quantity of oil.

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First Producers Near Los Angeles

ABOUT 1876 several wells were drilled near seepages in Pico Canyon, Los Angeles county, and in various canyons north of Santa Paula. Some of the former wells still yield, and this may be called the first productive field of Southern California.

Previous to 1892 there had been more than 200 wells drilled in Ventura county, mostly in Adams, Wheeler, Aliso, Saltmarsh and Santa Paula canyons, north of the town of Santa Paula, in Grimes, Bardsdale and Torrey, south of the Santa Clara and in Little Sespe, Four Forks and Tar canyons, north of Fillmore. Most of these wells were drilled by companies that afterward merged to form the Union Oil Company of California, while the Pacific Coast Oil Company, which drilled the Pico, Wiley and East Canyon wells in Los Angeles county, afterward became the Standard Oil Company of California.

The success of the early operations in Ventura and Los Angeles counties led to the development of the first fields of Santa Barbara county, where the seepages of heavy oil and the folded character of the rocks attracted the attention of geologists and oil men by their similarity to the beds which were already producing in other parts of the State. From these investigations has come the great production of these well-known fields, not yet, by any means, fully tested.

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In the Sea and Inland

SUMMERLAND, unique in that most of the wells are in the ocean, was developed in 1891 and during the next four years about 200 shallow wells were drilled, some of which are still producing. Work was started in the old Sunset field in the same year, 1891. The primary object at this place was the manufacture of asphalt from the great brea beds that cover the ground over large areas, but on account of a seepage of light green oil in the vicinity three shallow wells were sunk in this and the following year. Green oil was encountered with much water. At that time the process of cementing off water was not understood and the oil was skimmed off the top of the water and hauled in a wagon to Bakersfield, forty miles, where it was sold for lubricant. Under such conditions no great production was obtained but the work led to the development of the Sunset field, then to what is now Maricopa, McKittrick, Midway, Buena Vista Hills and finally Elk Hills.

While the above pioneer work may be said to have been the first real development and from which the great growth of the industry in California started, the bringing in of the first wells in the old Los Angeles field was of immense importance because all these produced heavy oil and it became necessary to perfect a system of burners and develop the fuel-oil industry which has become of primary importance to the railroads, steamships and power plants, and around which has been built the great varied manufacturing interests of California and the West.

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First of Refining Grade

PERHAPS the first wells that produced oil of refining grade in the extreme southern fields were the old-timers drilled by Rowland and Lacy, southeast of the town of Puente from 1885 to 1887. These wells produced for many years and led to the ultimate development of the Whittier, Puente, Fullerton, La Brea, Olinda, La Habra, Brea Canyon, Coyote Hills, Richfield, Yorba Linda and Santa Fe Springs, nearly in the order named, for all these fields are producing from about the same beds.

The initial important development of the San Joaquin Valley fields was the bringing in of the Barrett well on Sec. 20, T. 19 S., R. 15 E. in 1896. Previous wells had been drilled in McKittrick, Sunset and Coalinga, but the Barrett well was the first to produce light oil in considerable quantities at a point where transportation was available.

From that time forward there has been built about the petroleum output the marvelous development of the varied industries of Southern California—a development made possible largely by an unlimited supply of cheap fuel oil and natural gas.

From a modest beginning of the refining branch of the industry, only about thirty years ago, there have been put up more than a score of large refineries and perhaps a hundred smaller plants which are today handling more than half of our 350,000 barrels of daily production and sending the refined products to the principal ports of the world, largely in their own ships. These products cover a wide range of fuel, burning and lubricating oils, asphalt, various greases, paints, chemicals, explosives and many other materials used in the arts and sciences.

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California Takes the Lead

TEN years ago California reached the front ranks among the oil-producing States and has held the lead most of the time since. In 1920 Oklahoma passed us by only 57,000 barrels. The production of California in 1922 was about 120,000,000 barrels, and, as much of it is from the newly developed, high-grade fields, the refining value is proportionally greater than ever before.

The enormous production of the Huntington Beach, Signal Hill and Santa Fe Springs fields has temporarily congested transportation and refining facilities and the marketing companies have cut the price to the producer in an effort to slow up production. This condition can be only temporary. It is not possible to have a real overproduction of any staple commodity as long as a demand exists for it somewhere. It is nearly always a question of transportation and the United States is, at this time, importing from Mexico almost as much crude as we produce in California.

The total amount of crude oil produced in this State to date is 1,359,081,71[illegible] barrels. The value for the last two years is not available, nor for the time previous to 1913, but the gross value for 1920 was $195,000,000. It should be remembered that this is the gross value of the crude and does not cover the enormous value of the refined products over the price of crude at the wells. It does not cover the value of natural gas, many millions annually, nor the value of gasoline recovered from the gas, which in 1920 was in excess of a million gallons per day. This amount is increasing in the same ratio that high-grade oil increases, but there still is too much natural gas wasted at the wells.

The future of the industry in this State is bright. In the past five years seven great fields have been brought in, and so far the limits of none have been reached. It is unfortunate that the individual holdings in three of these new fields are so small that excessive drilling of wells too close together has been the rule, but the other fields have been developed along more conservative lines and will be longer lived. All these new fields have deep-seated sands of considerable thickness and the beds dip at an angle that should insure a good production for many years, if proper care is exercised in the completion and operation of the wells.

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More Promising Structures

ALL of these new structures have been worked out by scientific methods of study of known structures in their relation to each other and to developed fields, and there are several other such structures that promise much for the future in Los Angeles, Ventura, Santa Barbara, Kern and Kings counties, besides at least two apparently favorable areas on the west side of the San Joaquin Valley, and at least one on the east side of that valley.

Perhaps the most valuable feature of the California fields is the wonderful way in which the wells continue to produce year after year. We have several wells that have yielded steadily for more than forty years; perhaps a hundred that have produced for more than thirty years; three hundred that have produced for more than twenty-five, and at least 3000 that have been in constant operation for more than twenty years. Many of the wells now producing in the Los Angeles, Fullerton, Summerland, Ventura County, McKittrick, Sunset, and nearly half of the wells in the Kern River field, were drilled in 1900 or before that date.

Juicy Golden Nuggets Above the Ground

From Tiny Los Angeles Grove State Citrus Industry Becomes World's Greatest Fruit Enterprise

BY ROBERT W. HODGSON
University of California

OF 1,000,000 ACRES in California planted to fruit trees, one tree in four belongs to the group composed of the orange, lemon and grapefruit, technically referred to as the citrus fruits.

Of a total of some 120,000 farms, one of every eight is devoted to the production of citrus fruits. Of a round total of $500,000,000 per year returned to California farmers from the sale of fruits and field crops, one dollar in every five is received by the citrus grower.

An industry embracing one-fourth the total fruit acreage of the State, with a normal annual delivered value of products in excess of $100,000,000, furnishing steady employment for 100,000 persons and the main industry contributing to the general prosperity of several hundred thousand persons—that's what the golden fruit means to the Golden State.

Although introduced into California in the latter part of the eighteenth century by the mission fathers, the raising of citrus fruits on a commercial scale dates back scarcely three generations to the first orchard planting of six acres. This was established at the Mission San Gabriel in 1804, a few trees of which were still bearing as recently as 1885.

From this planting trees were gradually distributed to the gardens and courtyards of Southern California until, in 1841 the first commercial orchard started by an American citizen was set out by William Wolfskill, a Kentucky trapper. This first commercial orchard consisted of two acres and was located on the tract now occupied by the Southern Pacific passenger station in Los Angeles. This planting proved to be so profitable that it was gradually increased in size until it embraced seventy acres in 1870. The first full car of California oranges shipped east in 1877 was from this grove.

The commercial era of the citrus industry dates back to the completion of the southern route of the Southern Pacific to New Orleans in 1881, which provided transportation facilities necessary to the profitable distribution of the fruit. With the completion of the Santa Fe line in 1885 the launching of the new industry was completed, since which period none anywhere has enjoyed such phenomenal growth and expansion.

What the California citrus industry is today is largely the result of the application of co-operation on the part of the producers in the solution of their problems. Its phenomenal development is unquestionably the greatest demonstration of the value of co-operation in agriculture ever staged anywhere.

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Co-operation Lesson for the World

WITH an unusually high class of producers to begin with and added to annually by retired successful business and professional men from all parts of the United States, the past thirty years has not only witnessed the growth here of the best organized and strongest fruit-producing industry in the world, but has also seen it receive the well-merited position of leadership in co-operative marketing and the application of co-operative principles to agricultural production—a leadership so pronounced as to be recognized the world over.

Difficulties have confronted the industry, but its success and importance constitute the best testimony to the fact that intelligent business methods applied co-operatively can and will solve whatever problems may arise. No greater tribute to the stability and strength of the co-operative marketing method can be afforded than the results the exchange and other California co-operatives secured for their members during the readjustment period of agricultural deflation following the war.

During this period the value of the agricultural crops of the nation decreased in one year $5,000,000,000 and all unorganized industries suffered complete collapse in the selling end. The citrus growers and a few others, handling crops generally considered to be nonessentials, were alone able to merchandize a normal crop with approximately normal returns to the growers.

Sound business, strict adherence to quality standards, the establishment of a nationally known brand, consumer publicity, and a proper sense of responsibility toward the general public—these are the reasons why the California citrus industry reaches the superlatives.

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Crop's Value in Nine Figures

ALTHOUGH faced with extremely adverse conditions in a combination of crop and tree injury, resulting from unusual wind prevalence last fall, coupled with a period of unusually cold weather in January, through intelligent co-operative effort the returns of the past year will approach those of most normal years.

According to General Manager E. G. Dezell of the exchange, the orange crop of only 53 per cent of last year's output will return approximately 90 per cent of last year's receipts. The returns, however, will not be as uniformly distributed this year as last, on account of greater frost damage in some districts than in others. The total delivered value of the crop for the year will amount to about $100,000,000, of which approximately one-fourth represents freight and refrigeration costs. The shipments of citrus fruits will aggregate 40,000 cars, as against 60,000 in 1921. Thirty thousand cars represents oranges and grapefruit and the other 10,000 cars lemons.

The satisfactory returns of the season, in spite of a greatly reduced crop on account of frost injury, are directly due to the policy which the growers and shippers immediately adopted of not shipping any fruit until the extent of the injury was such as to make it possible to weed out all damaged fruit. The beneficial results of this policy are more strikingly shown by a comparison with the 1913 season than in any other manner, the contrast being markedly in favor of the present season.

One of the notable results of the year has been the securing of the much-needed 2-cents-a-pound duty on imported lemons as a feature of the permanent tariff bill, carried over from the emergency bill. This has provided an additional factor of stability to the lemon industry, faced as it is with a production capacity equal to the combined consumption of the United States and Canada, including imported fruit.

The Olive Industry

To the warm hills and reclaimed desert sections of the interior Southwest, from back of Los Angeles and San Diego to as far east as Douglas, Arizona, where topography, they say, resembles that of the original home of the olive in Egypt and Babylonia, the olive belongs by right of demonstrated adaptation and its promise of proving to be a high-paying orchard crop in a region of peculiar requirements.

The industry is one of the oldest in the United States. The padres of the California missions introduced the olive, the fig and the grape wherever they established churches, the three fruits being most closely associated with the early history of man and of Christianity.

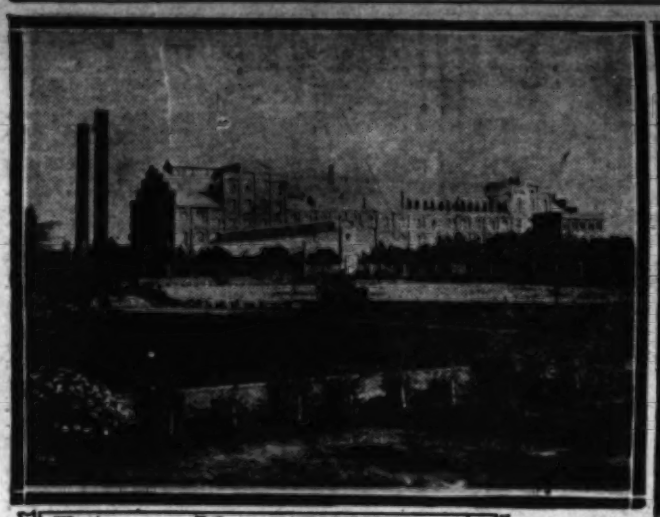
From the mother-olive orchard at San Diego mission, started from cuttings 150 years ago, the culture spread early to every civilized community in California, but olive-growing did not make rapid strides as an industry until after the fever of the gold [illegible]h had somewhat subsided. In the last [illegible]arter of the nineteenth century, the plantings increased a hundred-fold and today there are about 40,000 acres producing olives in California, and nearly 1000 acres in Southern Arizona.

ILLINOIS ELECTRIC COMPANY

PIONEER BOILER & MACHINE WORKS

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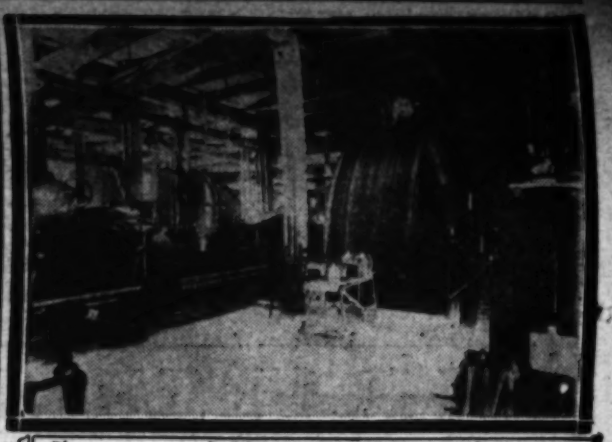
LARGEST SUGAR FACTORY IN THE WORLD



Exterior View Factory of—
American Beet Sugar Company
Oxnard, California.



Cutter Station & Diffusion
Batteries—Oxnard Factory
American Beet Sugar Co.



Sugar end Engine—Oxnard Factory
American Beet Sugar Company
Oxnard, California

CONSPICUOUS among the leading Southern California industries is beet sugar production. Something like 150,000 acres are devoted to the cultivation of the sugar beet in California and the work of plowing out beets for last year's campaign began last August. A conservative estimate places sugar consumption in the United States at approximately 5,000,000 tons annually. Approximately half this amount is derived from sugar beets grown in the middle and far western States and from cane grown in Louisiana, Hawaii, Porto Rico and the Philippines. Most of the balance is imported from Cuba.

The American Beet Sugar Company, which operates the largest sugar beet factory in the world at Oxnard, manufactures sugar on a very large scale. The factory began operations last August for the sugar campaign recently ended for 1922. The campaign last year was the shortest in the history of the factory. The crop, which was in excess of 135,000 tons of beets, was below normal. Nevertheless this industry remains the second most important one in productive and wealthy Ventura county, where, of course, bean culture always has and probably always will take the lead.

Sugar beet culture in the Oxnard district has been brought to the very highest state of perfection and the growers on an average get highly satisfactory returns from the largest per-acre crop in Southern California.

Last year Mr. Frederick Noble, manager of the Oxnard factory, was promoted to the general management of all factories of the American Beet Sugar Company. Mr. Noble is considered one of the most able sugar men in the United States.

Manufacture of beets into refined sugar is accomplished by scientific and economic processes. At the beet sheds, the beets descend to a flume containing flowing water by which they are carried to a washing tank, where they are cleansed from all adhering earth and fibers. Thus continuing to the completion of the finished product—sugar—everything from start to finish is done by machinery, operating automatically.

One valuable by-product of a sugar-beet factory is the pulp, which is either dried and sacked or put in silos and sold to dairymen.

Ventura beet sugar farmers practice crop rotation and never grow beets where the yield has decreased on account of disease. One very interesting feature of beet culture is that the tops which are left in the field have a very high food value. They can be fed to stock in the field or put into the silos.

The Oxnard factory being the largest sugar beet factory in the world makes it necessary to maintain a large force of employees the year through. This force is added to by approximately 700 men during the sugar-making season, lasting from 70 to 100 days and for the maintenance of these workers the American Beet Sugar Company arranges adequate housing facilities.

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Liquid Gold Gushing Forth in California

State Has the Lead in Petroleum Industry with Tremendous Field for Development in the Future

BY ALLEN G. NICHOLS
California Pioneer Consulting Geologist

ONE of the youngest great industries of the world, the producing, refining and transporting of petroleum, has within the memory of many men of today assumed such overshadowing importance that it is exceeded only by the auto-

from Mexico almost as much crude as we produce in California.

The total amount of crude oil produced in this State to date is 1,259,081,774 barrels. The value for the last two years is not available, nor for the time previous to 1912, but the gross value for 1920 was $136,000,000. It should be remembered that

FRED W. SIEGEL—Hotel and Apartment-House Builder, Owner and Operator



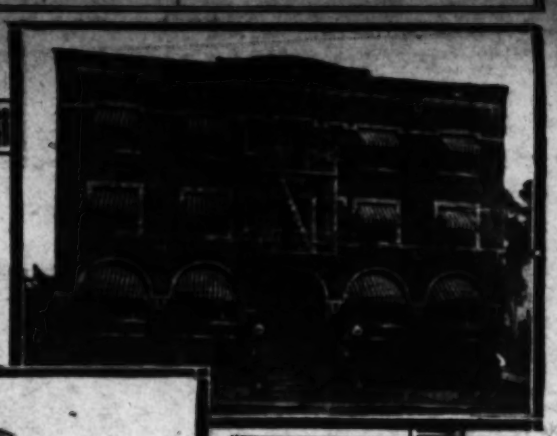
Ritz Hotel-813 South Flower Street



La Fayette Apartments 667 South Hoover Street



Hotel Parkway 682 South Coronado Street



Jonfred Apartments 676 South Coronado Street

CATERING to the needs and demands of visitors and those who come to Los Angeles to live permanently, Fred W. Siegel operates a number of apartment-houses and hotels in this city and Long Beach, under the Siegel plan, each building in the chain being entirely furnished by Mr. Siegel, operated by his managers and never leased. Extensively engaged in the building business, Mr. Siegel never lets general contracts. His hotels and apartment-houses are built to satisfy discriminating people, whether temporary or permanent guests in Southern California.

Recently he completed the LaFayette Apartments at 667 South Hoover street, and the Jonfred at 676 South Coronado street. On property adjoining the latter apartment Mr. Siegel is bringing to completion a four-story ninety-room hotel. His Long Beach interests include the Victory, the Rex and the Waldorf.

Mr. Siegel's latest announced improvement is a twelve-story, class-A hotel building, modern, in every respect, which will grace property at 813 South Flower street. Architects Aleck Curlett and Claude Beelman completed the plans and Mr. Siegel expects to have the building ready for occupancy within six months. This improvement will be known as the Ritz Hotel. The ground space covered is 59 by 155 feet and there will be 250 rooms. Each room will have its own bath. The building is of reinforced concrete construction and the exterior finish is brick and terra cotta. The equipment includes two high-speed electric passenger elevators, a freight elevator and a modern heating plant. The first floor will be provided with a large lobby and a cafe. The heating plant, barber shop and other service facilities will be housed in the basement. The new Ritz Hotel will represent an investment on the part of Mr. Siegel of approximately $750,000.

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CHONG-SHAY HERB CO.

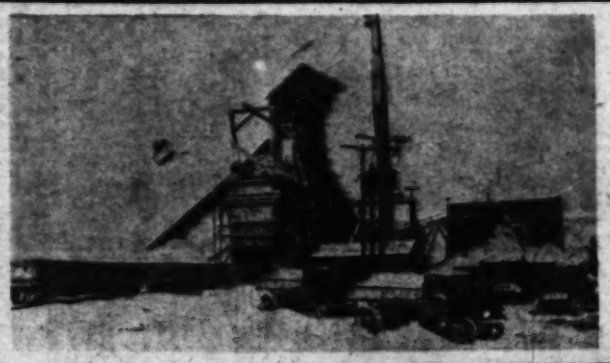
After 15 years of experience in California as herbalist TOM J. CHONG opened, the first of this year, his own company located at 965 S. Hill Street. From the time the company began business, the Chong-Shay Herb Company has had a steadily growing success. Preparations are given only with nature's herbs imported directly from China—herbs which have been in use in the ancient country for thousands of years.

The Chong-Shay Herb Company invites those who have failed to find relief from other methods to investigate without charge, these wonderful herbs. Testimonials of patrons who have been cured after they had tried other methods are to be seen by the dozen at the offices of the company.

In addition to the importation of herbs, the company imports fine rice and tea from China.

Office hours are from 10:30 a.m. to 7:30 p.m. week days, and on Sunday from 10:30 a.m. to 2 p.m.

Chong-Shay Herb Company
Phone Pico 6097

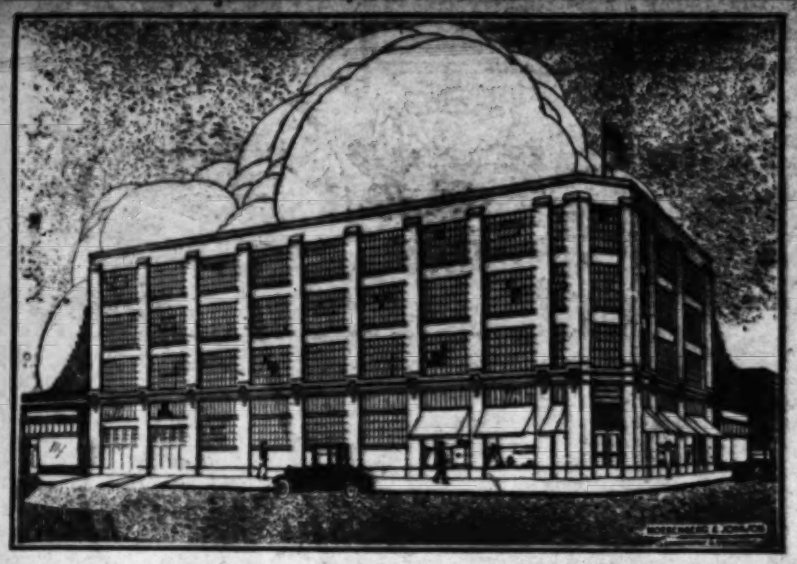


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SOUTHERN CALIFORNIA'S industrial growth has been further stimulated and Los Angeles' position as a distributing center made permanent through the completion of the new Illinois Electric Company's four-story building of Class-A construction, containing 31,000 square feet of floor space, on the corner of Boyd and San Pedro streets, the investment to represent over one-quarter million dollars.

The Illinois Electric Company, a California corporation, started its business career in Los Angeles in 1911, with an organization of four men. It has steadily grown in this brief length of time until it ranks today among the largest and foremost electrical supply houses of this country. It has built up an organization of over one hundred employees and contracts a vast volume of business throughout the Pacific Southwest.

The stockholders of the Illinois Electric Company, realizing the future of Los Angeles as a jobbing center, have displayed their confidence in the industrial growth of California by putting up additional capital to finance this structure which will house their warehousing, distributing and servicing facilities, as well as executive offices.

The building was designed by the firm of Noerenberg & Johnson and Robert Millsap is the general contractor.

The Illinois Electric Company exclusively represents some of the largest electrical manufacturers in this country, including the Westinghouse Electric and Manufacturing Co., Chicago Fuse Co., New York Insulated Wire Co., Apex Electrical Distributing Co., Hubbell Mfg. Co., Geo. Cutter Co., and the Peerless Mazda Lamp Co.

The officers of the company are C. B. Hall, president; S. W. Murray, secretary and treasurer, and H. E. Sherman, vice-president and sales manager.

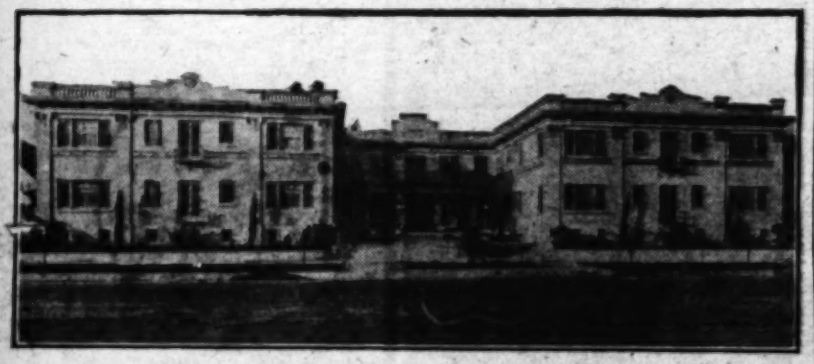
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SUNSET GARDEN



THIS apartment-house, No. 7651 Sunset Boulevard at Stanley avenue, built by Mr. August Hanson, is one of the latest and best improvements in the West Hollywood District. It contains thirty-six apartments, twenty singles and sixteen doubles. Built in stucco finish this two-story building is equipped with every latest modern convenience, including steam heating and refrigerating systems.

McLAUGHLIN GLASS COMPANY

This company manufactures bottles of capacity from one-half ounce to twelve gallons, glass containers for packers, insulators for telegraph and telephone lines, fish globes, street-lighting globes and cylinders in diameter from one inch to thirteen inches up to thirty inches long for oil and gas stations. The business has grown in less than three years from four to sixteen tons daily capacity.

The plant of the McLaughlin Glass Company is equipped with up-to-date machinery sufficient to deliver promptly the products of the institution. The company is strictly a local industry, owned by Los Angeles people, and is generously supported by glass users of this city. The capital invested at inception was less than $10,000, which has since been increased to $50,000 and plans are perfected for another increase to $100,000 for this year, so that plant facilities will make possible expanded manufacture into other lines of glass ware for the local trade.

The McLaughlin Glass Company was incorporated during August, 1920, with a capital of $15,000. This was increased in September, 1921, to $50,000, and during November of last year arrangements were made to increase capitalization to $100,000 for the 1922 output. The growth and expansion of the company is the result of the splendid support received from local users of its products.

The plant of the McLaughlin Glass Company is located at Fifty-second and Alameda streets, the Southern Pacific railroad passing along its acreage.

Nature's Playground

A few hours' ride from Los Angeles, Nature and the hand of the modern engineer have given Southern California a great recreational resort in Arrowhead Lake, a picturesque resort in the San Bernardino Mountains. Pure mountain air, coupled with the scent of the pines, is often a welcome change from living at or near sea level. Fishing and hunting are other things which attract many.

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The motion picture industry is planning to spend $100,000,000 in feature productions during the next year in and around Los Angeles.

Los Angeles has approximately fifty deep-sea steamship services running out of this port, reaching nearly every quarter of the globe?



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To realize that in less than a quarter of a century, the Pacific Southwest has grown into a mighty industrial center and to feel that the Westinghouse Electric and Manufacturing Company has not only kept apace with this growth, but has been an important factor in its development—is inspiring.

This realization, backed by a confidence in California's industrial future, has been largely responsible for the Westinghouse investment in Los Angeles.

The Westinghouse warehousing, servicing, manufacturing, engineering, sales and executive offices for the Pacific Southwest are now located in the new Westinghouse Electric Building.

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Westinghouse Electric Building

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